

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CL, No. 8

NEW YORK, FEBRUARY 20, 1930

10c A COPY

. C . D

A . B



We appoint
4 POLICE

MALTINE With Cod Liver Oil when taken with the morning glass of orange juice supplies all four vitamins essential in diet. Armed with this subpoena by

The Maltine Company, Advertising Headquarters was commissioned to plan the arrest of deficiency diseases, so prevalent with children. • In the four Vitamins A, B, C and D we saw four policemen ready to guard health and happiness against an insidious enemy. In Maltine With Cod Liver Oil we saw them always on duty, watchful, efficient. • The rest was easy. Each Maltine advertisement became a lesson to mothers, in easily understood language and picture, imparting the importance of the four vitamins and telling how easily their protection could be had for children. • Enthusiastic reports from doctors and druggists prove that these four guardians are on the beat. There are other compensations. Pallid youngsters become robust. Little children romp through winters, freed from the dread shadows of rickets, soft teeth, scurvy, nervous disorders . . . results which cannot be measured in advertising terms, but which give us an added glow of enthusiasm in handling this fine old ethical product.

N. W. Ayer & Son, Incorporated

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

A . B . C . D

A . B . C . D

A sales-nervous wreck finds AGROPOLIS



WHILE stocks were sky-high, he was struggling with sales quotas for 1930. Came the crash. Orders cancelled—Sales held up. Competition got worse—and faster. Headaches came and sleep didn't.

Then we showed him AGROPOLIS—the busy, prosperous farm acres of America. His eye brightened as he saw six million farms, 45 million people, creators of a huge portion of the national wealth and spenders of it, too! New plans were made

and new quotas set—with assurance.

Folks in AGROPOLIS buy the things you buy—radios, household goods, electrical appliances. Their homes, clothes and cars are just like yours. Pantry shelves hold their favorite brands. Tell them your story in AGROPOLIS “newspapers”—The Standard Farm Papers—eight non-duplicating, carefully read papers that reach the cream of this market—2,000,000 progressive and prosperous farm homes where advertising is seen, read and gets quick response.

*Your sales problem is national—but your dealer's is always local—
The Standard Farm Papers meet both!*

The Nebraska Farmer
Wallaces' Farmer and Iowa Homestead
Prairie Farmer
The Farmer-Farm Stock, & Home,
St. Paul

The Progressive Farmer
Hoard's Dairyman
Breeder's Gazette
The American Agriculturist

The STANDARD FARM PAPER UNIT

One order—one billing

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 250 Park Avenue
CHICAGO—C. L. Burlingham, Western Manager, 307 North Michigan Avenue
SAN FRANCISCO—1112 Hearst Building

Issued
Publish
June 2
VOL. C

H

Wa

S

Edito
La
20,00
India
progr
tion
which
is a
of W
The
Is su
chain
and t
don't
that
for
the m
for s
at Sh

Mar

THE
an
sponso
Shreve
create
against
exist a
local d
started
so rap
showin
ship an
howeve
format
neighb
ness m
whoop
acterize
chapter
ness th
reporte
having
at Bloo
Duri
have w
tation o

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CL

NEW YORK, FEBRUARY 20, 1930

No. 8

Henderson's Merchants' Minute Men Challenge the Chains

Was Mr. Everitt Right After All When He Suggested a Chain-Store Advertising Program?

SHOWERS BROTHERS COMPANY
BLOOMINGTON, IND.

Editor of PRINTERS' INK:

Last night in this little town of 20,000 in the hills of Southern Indiana, there was a banquet and program of Bloomington's organization of "Merchants' Minute Men" which according to the local papers is a "group of patriots of the cause of W. K. Henderson, radio orator." The newspaper said 175 attended. Is such an organization to fight the chain stores developing in the cities and towns all over the country? I don't know. But it occurred to me that there might be a story there for you. Henderson, of course, is the man whom Senator Dill "called" for swearing over his radio station at Shreveport, Louisiana.

EAGLE FRESHWATER,
Manager, Merchandising Division.

THE Merchants' Minute Men is an organization originated and sponsored by W. K. Henderson of Shreveport, La. Its purpose is to create and crystallize sentiment against chain stores wherever they exist and to plead the cause of the local dealer. The organization was started so recently and has grown so rapidly that no official figures showing the extent of its membership are yet available. We are told, however, and we believe the information to be correct, that in the neighborhood of 10,000 local business men have enrolled. Much whoop and hurrah usually characterizes the institution of a local chapter of the Minute Men, as witnessed the "banquet and program" reported by Mr. Freshwater as having been put on by the members at Bloomington, Ind.

During the last twenty years we have witnessed many kinds of agitation carried on ostensibly for the

purpose of "keeping trade at home." First it was the retail mail-order houses of the Sears and Ward type that were going to drain the small town of its resources for the benefit of certain mythical personages on Wall Street and force the local dealer into bankruptcy. And now, the mail-order issue having played out and the unfounded (although sincere for the most part) fears having proved both futile and foolish, the white glare of manufactured sentiment is being made to beat down upon the chain stores. Mr. Henderson, an apparently able and so far as we know a sincere individual, is the person who started it all; and he seems to have started aplenty.

The agitation (and we are calling nobody names but are merely trying to give a truthful and dispassionate survey of this amazing, and yet characteristically American phenomenon) seems to us to be a queer mixture of unquestioned sincerity and the best of motives on the one hand and the most ardent, and even blatant, demagoguery on the other. In certain respects it might be likened to a racket.

Nevertheless it is no laughing matter for the chains. Public sentiment is being piled up against them in a way that reminds one of the populist uprising in the Central West during the late nineties. Mary Ellen Lease and "Sockless Jerry" Simpson, in their admonition to farmers to "raise less corn and more hell" had a battle cry no less efficacious than the one against the chains now being shouted by the

promoters of the Merchants' Minute Men. The chain-store people say they are not worried. They should be; for the end of this thing, despite its illogical premises, is not in sight and probably will not be for some time.

Mr. Henderson is owner of the W. K. Henderson Iron Works of Shreveport. He also owns radio Station KWKH of the same city. He built his station in the thought that it might prove to be a profitable side line for his iron business. He had no intention of launching a fight on the chains; this came about as the result of a freakish combination of circumstances and in the following manner:

One day Mr. Henderson happened to hear a local retailer make a speech before the Shreveport Chamber of Commerce in which the speaker told how the chains were cutting in on the local dealers. He liked the speech and invited the man to repeat it that night over KWKH. After it was finished Mr. Henderson himself went to the microphone, according to a reporter for the *Kansas City Star*, who recently visited him in Shreveport, and said:

"I am going to tell you what that address means. It means that these dirty, sneaking chain stores are coming into your town and taking your money and sending it out to a bunch of crooked, no account loafers in Wall Street! That's what it means."

That night and next day Mr. Henderson received hundreds of telegrams; and within a few days he had a couple of thousand letters from all parts of the country. He had struck oil! The comments ranged all the way from the commendatory to the satirical, critical and even abusive. Then, for two or three hours night after night he would read the comments to his radio audience and briefly sermonize upon each in a highly entertaining way. Each night's performance brought in still another flood of letters and telegrams. Mr. Henderson very plainly realized that he had started something.

The nightly broadcast got to be almost as entertaining as a vaude-

ville show. Mr. Henderson's remarks were picturesque and somewhat sulphuric. In fact he used so many swear words that Senator Dill, as is related by Mr. Freshwater in his letter, started a move for the Federal Radio Commission to take away his wave length or at least to censor his broadcasting. Henderson roundly attacked Senator Dill for his interference and asked his hearers to send petitions in his favor to their representatives in Congress and to the Commission. Within a short time 250,000 letters and telegrams had been received by the Commission asking, as one person expressed it, that Henderson be permitted to "continue his uproarious cussing and exhorting." The Commission refused to deny him use of the air and he, on his part, agreed to eliminate the swear words on his nightly presentations.

2,000 Letters a Day

All of this was good advertising. Some of the newspapers commented on it to an extent and local retailers, following a broadcast request, suggested to their customers that they tune in on KWKH each night and hear Mr. Henderson lambast the chains. They seem to be doing it if the mail received at KWKH is any indication; Shreveport postmen deliver all the way from 1,500 to 2,000 letters there each morning. The radio audiences are told that this is a fight waged against Wall Street in behalf of the common people; that the chains are their sworn enemies out to squeeze from them the uttermost fraction of a cent; that leading food products manufacturers (their names are given and the statements are backed up by alleged statistics) are in league with the chains in this unholy cause. This sort of talk naturally goes over forcefully with a certain sizable element of the population.

One night Mr. Henderson announced over the radio that, beginning with the next morning, all the chain stores in Shreveport would be picketed. In other words watchers would be on duty to get the names as far as possible of all cus-



YOU can stop a bear with buck shot but it takes a bullet to kill him.

More and more advertisers are using magazines with small but clearly defined circulation to back up the broad, general circulation of the big magazines.

This tendency is clearly evident in the figures for 1929. Of the ten publications which showed the largest percentage of increase in advertising revenue, nine have less than 300,000 circulation, and seven less than 200,000. The list follows:

American Home
Time
Collier's
World's Work
American Golfer
Review of Reviews
Nation's Business
Boy's Life
Country Life in America
Christian Herald

CHRISTIAN HERALD

419 Fourth Avenue
New York

GRAHAM PATTERSON
Vice-President

J. PAUL MAYNARD
Advertising Manager

tomers entering such stores, with the object of ascertaining "whether they are for Wall Street or Shreveport." This seemed to be a rather good idea and one that might well be applied to the country as a whole. It was decided that the independent retailers in each town should be urged to join together as Merchants' Minute Men and thus be able to continue the picketing operation and carry on other activities against the chains.

The price of a year's membership in the Merchants' Minute Men was set at \$12 per individual. Organizers were sent out to get names on the dotted line and, backed up by the nightly radio presentations, proved to be very successful. In addition any number of members were and are being received by mail.

The \$12 membership fee—all of it—goes to Mr. Henderson. He uses it, so he says, to pay the overhead cost of maintaining and strengthening the organization and also to pay the cost of operating KWKH.

There are, we understand, only three organizations using KWKH for advertising purposes and these, owing to their relatively small size, have the privileges of the air only for a short time each week. Consequently, the resulting revenue to Mr. Henderson would not be sufficient to pay for keeping the station going. One is a garment manufacturer of Green Bay, Wis., and the two others are Southern firms doing a territorial business.

Mr. Henderson explains that he could farm out to advertisers every minute of his operating time if he so desired and make a net profit. But he prefers to devote the station to the propagation of the anti-chain store and anti-Wall Street gospel. Even at that, it costs money to operate the station, and the Merchants' Minute Men members are required to contribute \$12 a year for this purpose. Judging by the number of members already signed up and by the constant accession of recruits, it is a pretty safe guess that in time Mr. Henderson's KWKH accounts will not be very far in the red. Multiply

\$12 by 10,000 or 20,000 and you have quite a lot of money.

In addition to soliciting members for his militant organization of retailers, Mr. Henderson also uses the air, with good results, to sell coffee. Certain newspapers have ventured to suggest that he is inconsistent in promulgating the trade-at-home doctrine while at the same time urging people to send money to Shreveport for merchandise which one newspaper declares ranges all the way from "grape fruit to radio appliances."

We do not know what merchandise, if any, he sells in addition to coffee; but he does sell coffee. Moreover he sells it at \$1 per pound. Various published reports say he gets in the neighborhood of 1,500 orders for this \$1 per pound coffee each day—not a bad business in itself. The coffee is a private brand put up for Mr. Henderson. He calls it "Hello World" and on each package is his photograph.

How Mr. Henderson Sells Coffee

One of our staff writers who recently tuned in on KWKH listened to Mr. Henderson's solicitation in behalf of his "Hello World" coffee.

"Of course," this spectacular enemy of chain stores said in part, "there isn't any coffee worth a dollar a pound. You can get a pretty good coffee for 50 cents a pound. People buy my coffee out of curiosity."

George J. Schulte, editor of the *Interstate Grocer*, of St. Louis, and who, as an avowed supporter of Mr. Henderson, has charge of receiving Merchants' Minute Men membership applications in Missouri and Illinois, explains that Henderson sells the "Hello World" coffee at \$1 per pound "as a souvenir only."

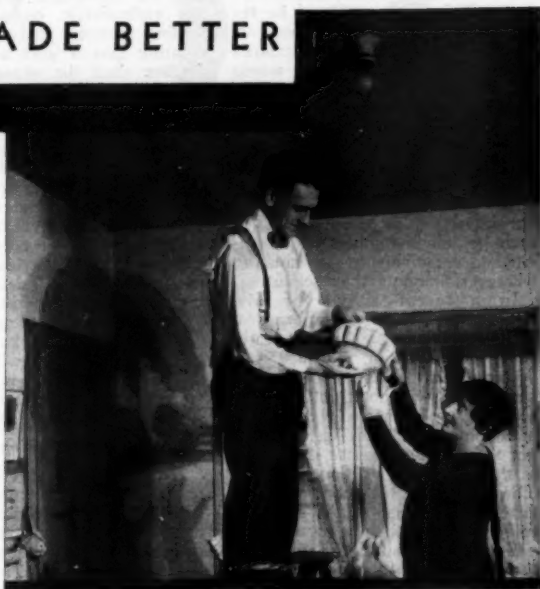
But souvenir or no, curiosity or no, people buy it. Fifteen hundred pounds of coffee sold each day at \$1 per pound (coffee, by the way, is retailing at a lower price than for years) would represent a fair net profit.

We have been unable to ascertain whether Mr. Henderson proposes to use the profits from his over-the-air coffee selling to build up

DON
house
Gene
winni
Inter
nary.
—and
Moth
awake
sacre
Now
ture
sun-p
vigor

The
finds
press
men
ever-
famil
as th
outsid
keep
eye o
—from

JUST A SHADE BETTER



DON FREEMAN is changing his household title. He used to be General Utility Man; now he's winning recognition as Deputy Interior Decorator Extraordinary. Began with his own room—and did such a good job that Mother welcomes his wide-awake suggestions for the more sacred household precincts. Now it's a modern lighting fixture in the kitchen—with the sun-porch next in line for a few vigorous touches.

The progressiveness of youth finds its greatest chance for expression in the home. Young men in Don's position are the ever-alert guardians of family modernity. Busy as they are with their outside activities, they keep an ever-watchful eye on the newer trends—from lighting fixtures

to furnaces. Why? Simply because they're proud of their homes, and want them to be in the mode or a step ahead.

Regard youth as selling pressure, constant, insistent, powered by an enthusiasm which bubbles over all resistance. Of the more than 700,000 regular readers of THE AMERICAN BOY, 85% are of high-school age or older. Man-sized, modern-minded—all potential advocates for your product in family buying councils. Reach them through the columns of the one magazine they call their own. May forms close March 10th.

The YOUTH'S COMPANION
combined with
American Boy
Founded 1827
Detroit Michigan

the fund for his battle against Wall Street. Perhaps this is his intention; and, from all we can hear of him, he is fully capable of thus utilizing the profits if he regarded such action as necessary or advisable. But he has declared again and again in so many words that the entire proceeds of selling memberships in the Merchants' Minute Men would be devoted to this purpose. In addition there are indications that he proposes to rely to an extent upon popular subscriptions. That is to say, people who are interested in the welfare of their home communities will be invited to contribute to the cause in whatever amounts they see fit.

In a recent edition of Mr. Schulte's paper there appears a full-page advertisement, apparently contributed by him, in which it is declared that inasmuch as "the newspapers will not print the consequences of chain-store control and domination" the best way to get the situation before the people is through radio station KWKH. The advertisement therefore asks retailers, wholesalers and salesmen to solicit subscriptions to the fund which will finance the move to "spread the truth about the way the chains destroy individual initiative; do not pay the same proportionate taxes as home owned merchants; sap communities of their cream and leave only the skimmed milk on which no community can possibly thrive; force slavery hours upon store help and in other ways destroy opportunities."

There is included in the presentation a form which the wholesalers, dealers and salesmen are requested to clip out, "paste on a letter-size sheet, and use as your petition to get other signers in your town." The form follows:

Enclosed find check for total of \$....., to be forwarded to Mr. W. K. Henderson, owner of broadcasting station KWKH, Shreveport, La., in appreciation of his untiring efforts in telling the people of the United States of the danger to them of the chain-store menace.

A list of contributors to this sum is attached herewith:

Name City and State.....
Amount

It is significant that these peti-

tions are being widely circulated and are bringing in a great deal of money. It is even more significant that the movement seemingly has the enthusiastic co-operation of leading grocery jobbers, thus indicating that it goes a great deal farther than the venerable "buy-at-home" cry that has been made for years. A recent meeting of retailers in Pittsburgh, Pa., called for the purpose of organizing the Merchants' Minute Men locally, was held in the offices of Reid, Murdoch & Company. In Morgantown, W. Va., R. A. Lough, of the Lough-Simpson Grocery Company, wholesaler, was the leading figure in a meeting of 500 dealers held in the high school auditorium. In Watseka, Ill., a meeting was sponsored by the Watseka Wholesale Grocery Company, which invited its customers from miles around and gave them a free dinner.

Sometimes Sponsored by Retail Organizations

Sometimes the meeting for the organization of the minute men is held under the direction of prominent retail organizations. A couple of weeks ago such a meeting was held in Altoona, Pa., and was attended by 1,200 people, including a large number of consumers. The Blair County Handy Service Stores sponsored the affair and there was singing by a men's chorus of forty voices from the Pennsylvania shops.

The foregoing meetings are only a sample of what is going on. We have looked into the whole program carefully and it appears to us to have all the earmarks of a popular crusade. The fact that it appeals primarily to the emotions would seem to be an element of strength rather than of weakness; many or most people feel rather than think, anyway. Evidence of the popular sentiment is shown in the attitude even of Senator Dill, who thought Mr. Henderson should refrain from the use of expletives. He was careful to explain that he was not championing the chain-store cause. And then there is Senator Fess of Ohio who says his State is aroused against the chains.

(Continued on page 152)

circulated
deal of
significant
ngly has
tion of
thus in-
eat deal
e "buy-
en made
g of re-
, called
izing the
locally,
f Reid,
Morgan-
, of the
ompany,
g figure
held in
m. In
as spon-
wholesale
invited
around
er.

Retail

for the
men is
promi-
couple
ng was
was at-
cluding
rs. The
Stores
re was
f forty
shops.
re only
a. We
e pro-
ears to
s of a
that it
notions
ent of
kness;
rather
nce of
own in
r Dill.
should
etives.
hat he
chain-
ere is
ays his
chains.
)

in

2/3

of the counties in the
state of Iowa the most
widely read Sunday
newspaper is

*The Des Moines
Sunday Register*

*197,914 net paid average circulation
January, 1930.*

How Quality Advertising Moves Used Products

What General Motors Has Found Out About the Merchandising of Used Cars

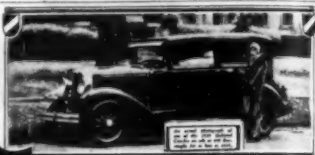
A USED automobile, according to the General Motors idea, is a piece of merchandise just as is a new automobile and is therefore to be subjected to the same laws of selling. In this thought is to be seen the reason for the appearance of rotogravure advertising in various metropolitan newspapers which features used cars and used cars alone in behalf of dealers in all the General Motors unit.

These rotogravure presentations, quite the opposite of being the high-toned gestures that some people imagine them to be, are being run with the deliberate intention of creating a quality atmosphere for what is widely regarded as a secondary, and almost a waste, product. The advertisements form the central feature of a complete merchandising plan providing for General Motors dealers a dignified and resultful method of selling used cars—a method that is in wide contrast to the horse-trading tactics some dealers might, and frequently do, employ when left to their own devices.

The newly formed General Motors used car merchandising program is two-fold. In the first place, there is an institutional presentation made in magazines, farm papers and, to a certain extent, in newspapers designed to show in a general way that a used car may be bought safely and satisfactorily if one will trust his case to an authorized dealer. The advertisements are expected to create a condition of consumer acceptance which the dealers may use to their advantage.

With this much done, the next step is to go from the general to

the specific and do some advertising that will actually draw people in to the dealer's salesrooms asking that a particular car be shown them. Here is where the rotogravure advertising comes in be-



Clearance sale
Restricted Plans
Oakland Service
Station

a limited number
1929 Oakland
practically new 5-seaters

Here's a once-in-a-lifetime opportunity for you! To clear our showrooms for new 1930 models it is necessary for us to sell our entire stock of 1929 model complete equipped cars, touring cars, and demountable models at once. We have gathered them together on the third floor of our service station at 440 Burroughs for this special sale. These cars have been driven only 1,000 to 2,000 miles, just simply looking to make the appearance of our treated service man—day can't be told from new and are sold with a new car guarantee. As a special feature of this sale we are offering 1930 Special models, like the one photographed above, for as little as \$995.

\$645 delivered fully equipped

Oakland Motor Car Co.
Open Rights and Rentals • 440 BURROUGHS AVE. • Oakland Service Station and Second

This Advertisement Sold Twenty-seven Cars in One Day

cause of what General Motors conceives to be its power to present the quality argument for individual cars just as does its other advertising in behalf of complete lines, such as Cadillac, Buick and all the rest.

The reasoning, in part, seems to be that the woman of a family is usually the one who has a great deal to say about the purchase of an automobile—or at least thinks she has. She reads new car advertising and for obvious reasons. No matter how effective an institutional presentation for used cars may be, it goes right over her head because she is not at all interested

Thorough Trading Area Coverage Through One Newspaper

438 Exclusive National Accounts in 1929!

A TOTAL of 438 national accounts, including hundreds of America's most successful merchandisers and largest advertisers, used The Journal exclusively in Milwaukee during 1929.

This policy, in most cases, is the result of years of experience and experiments which have proven beyond a doubt that a Number 1 schedule in The Milwaukee Journal alone gives complete coverage -- costs less than two or three Number 2 schedules -- requires fewer lines in the aggregate -- eliminates costly, ineffective duplication -- and sells more at a lower cost per unit of sale and a lower total cost!

THE MILWAUKEE JOURNAL
W FIRST BY MERIT W

Read By More Than Four Out of Five Milwaukee Families

in used cars. But along comes one of these rotogravure presentations showing an actual photograph of a Buick, an Oakland, a Chevrolet or what not and quoting a price just as would be done for a new car. The advertisement is impressive and shows quality throughout. So far as the sheer power of advertising itself is concerned, it attracts the woman's attention just as forcefully as if the car therein pictured were new instead of used.

A Deadly Feature

The deadly feature about used cars, General Motors has found, exists in the fact that the dealer takes them on as an evil, necessarily a part of his new car merchandising, and thus gradually accumulates a sizable stock. It is the General Motors plan, therefore, to induce the dealer to have periodic sales which shall put some real merchandising steam behind his used car stock.

The loss-leader method is employed. Going through his used cars, the dealer may find that he has all the way from one to a half dozen or more automobiles that are real buys. He uses these as leaders, naming a special sale price on each that is sure to be attractive. The story is told in one of the rotogravure advertisements which contains a photograph of one of the cars. The picture is carefully staged, containing the usual human elements, pretty girls and all, that are to be found in new car advertising. In other words, here is a quality car offered at a special price and the news of the offer is conveyed in a quality advertisement which in itself attracts the buyer who might not otherwise be interested at all in anything but a new automobile.

But the purpose of the advertisement (General Motors has evidently studied the Woolworth loss-leader plan) is not to sell the leaders—although, of course, they are sold in a hurry. The real idea is to draw people into the salesroom and have them look over the used stock as a whole. The effect of the leaders is such that the prices of other cars in the stock may be

kept up to a figure that probably will represent a profit as against the almost certain loss that the dealer may expect to incur in the completion of the average used car transaction.

A customer who enters the salesroom asking to be shown the automobile featured in the advertisement at a strongly displayed price, can have the privilege of buying it if he gets there soon enough. But if somebody else has been a bit earlier and has succeeded in making a deal for the leader, what effect does this have upon the disappointed would-be purchaser? The man who gets it is told that delivery cannot be made for three days. He must leave the car on the sales floor during that time. A card is put on the car stating that it has been sold and to whom, and also giving the purchaser's telephone number. The idea is to prove to all visitors during the sale that the offer was actually on the square. Then the prospect's attention may be turned resultfully toward other cars in the stock and many sales result.

The Bomb-Robinson Company, Buick dealers of Detroit, recently ran a rotogravure advertisement (or rather the General Motors management ran it for them) featuring eight "practically new" 1929 Buick Master Six sedans at a special sale price of \$945 each. One of the sedans was pictured from a photograph taken in front of a good looking house and in it were two girls with the usual smiles that seem to be an inseparable part of an automobile advertisement. The eight cars were quickly sold on the Sunday the sale opened. Twenty-seven other used cars that were not advertised were sold that day also. And in the latter statement is to be seen the real reason for the rotogravure advertising.

The General Motors management, acting through its advertising agency, stages these sales for individual dealers in large cities and takes care of all the details of the transaction. In time, however, the dealers doubtless will learn to do this advertising job for themselves.

IT'S A CIRCLE OF CIRCLES

(Oranges and grapefruit going—dollars returning)

WHO SAYS Florida's fruit crop income has been endangered by last year's Mediterranean fly? All wrong. Eager New York auction markets paid \$1.00 a box more for 575 cars in a January shipment, than for exactly the same number at the corresponding time in 1929.

So far, more than 20,000 cars shipped.

Other thousands coming along.

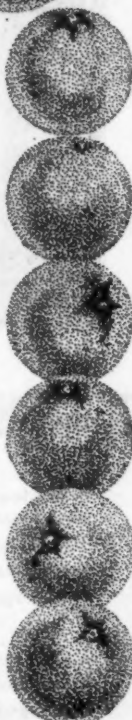
Fruit rolls north, income rolls back, and this immense revenue to Florida industry is at the disposal of advertisers who see the all-state strategy of a schedule in "Florida's Foremost (7-mornings) Newspaper"—

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco





THE NEW WOMAN

Fashion remolds her silhouette, opportunity broadens her horizons. New social, economic and physical freedoms are hers these days. But woman is still fundamentally and changelessly the homemaker —and the family purchasing agent. In Chicago for instance, the experience of The Chicago Daily News, in immediate participation

Last month The Daily News announced its sixth annual Cook and Homemaker's Schools. Three of the city's largest halls engaged. Eleven sessions scheduled. Hostesses representing city's leading social and civic organizations assisted. And the doors were opened, 80,000 Chicago women responded, more than 10,000 were turned away, 14,000 attended one meeting.

THE CHICAGO

Chicago's Home Paper



Chicago Stadium showing a part of the attendance of 14,000 at the last session of the sixth annual Daily News Cooking and Homemaker's School . . . the largest single gathering of women in the recent history of Chicago.

AND AN OLD ART

her home event in Chicago's calendar of women's affairs . . . concerns these evidence of the new woman's interest in the old but ever-changing home-fashioned art of making a home! And an excellent guide for for instance advertiser seeking in Chicago a friendly medium for the home sale particular sales message.

ADVERTISING REPRESENTATIVES:

NEW YORK
J. B. Woodward
110 E. 42d St.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat. Bank Bldg.

DETROIT
Joseph B. Scolaro
241 General Motors Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000 Group of American Cities

DAILY NEWS

's Home Paper

In 6 issues a week—compared
to 13 for the two other papers

The News

carried

62%

of all national
Radio Linage

appearing in Indianapolis
newspapers during 1929

In the important Indianapolis market
The News . . . ALONE . . . Does the Job!



The
INDIANAPOLIS NEWS

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:
DAN A. CARROLL
110 East 42nd St.

Chicago:
J. E. LUTZ
Lake Michigan Bldg.

Why N. C. R. Believes in Sales Contests

It Has Found That All of Its Best Sales Records Have Been Made During Contest Months

By C. E. Steffey

General Sales Manager, The National Cash Register Company

[ED. NOTE: In the January 16 issue of **PRINTERS' INK** there appeared an article by George Biggs entitled: "Contests Don't Stir Prickles on the 1930 Salesman's Spine." In this article, Mr. Biggs presented the thought that salesmen's contests have become outmoded.

His contentions were refuted by Arthur H. Little in the January 30 issue in an article entitled: "To Keep Your Salesmen Happy, Give Them a Fight." Mr. Biggs and Mr. Little continued their discussion in the February 13 issue under the title: "Salesmen's Contests—the Final Round."

Letters we have received indicate that this discussion has developed considerable interest in sales circles. One of the letters to reach us comes from an organization noted for its success with sales contests—The National Cash Register Company. It is printed below.]

WE believe in sales contests because, during our long experience in holding these contests, they have always helped us to increase our business.

We consider a prize contest as nothing more than a special campaign for increased business during the period which the contest covers. In this respect it is no different from a campaign to increase our percentage of exchanges, improve our collections, push the sale of certain types of our product or make a more intensive campaign on some certain seasonal line of business. In every case, following a definite campaign will give us better results.

Sometimes we put on campaigns for which no prizes are offered and in which the only reward given our men is the publicity they will receive for a job well done. Such a campaign might be for the purpose of inducing our men to canvass their territories more closely or to make better collection records.

In order to insure the success of

our contests, we plan them very carefully in advance, and endeavor to put them over in a manner which will arouse the most enthusiasm and make the greatest appeal to all of our men. We try to start all of our contests off with plenty of publicity. This is most important. After a contest is under way, we are equally careful to see that plenty of recognition is given to the men who are making good records. We also try to encourage and stimulate the men who are not doing so well.

It is never our purpose to make our contests either romantic or fantastic. On the contrary, we try to keep them as simple as possible. Our contests are generally of two kinds. One, in which cash prizes are offered and the other in which we give merchandise prizes. Both are good. Our merchandise prize contests are generally of about three or four months' duration. They are usually held in the spring and fall. To win a prize, the contestants must secure 110 per cent or more of quota. The merchandise prizes are selected from a prize catalog which is sent our men at the beginning of the contest. These catalogs are usually sent to their homes.

Our big contests are generally held in the months of May and October each year. Cash prizes are offered in these contests and the various agencies in the selling force are lined up against each other in team contests. Prize money is paid to those men who secure 150 per cent or more of quota, and the men on the winning teams are given a larger amount of prize money than the men on the losing teams.

These big contests generally take the form of a race of some kind. In the past we have very

successfully used boat races, automobile races, horse races, football contests, baseball contests, and other similar vehicles, to carry out the idea of a contest.

Our men look forward to these contests with a great deal of pleasant anticipation and are very enthusiastic about them. It is very gratifying to see the interest displayed in the wires and letters and even telephone calls which are the means of communication between the various contestants. Sometimes dinners are wagered on the outcome of the race between some of the contesting agencies. There is no question but our salesmen do enjoy these contests. Their families take an equal interest in them for the reason that the men generally give the merchandise prizes, and many times the cash prizes, to their wives and children.

Our men enter into these contests in a wonderful way. Our agency managers get behind these contests and help us all they can in arousing the interest and enthusiasm of our men. Anyone who has seen the enthusiastic letters and telegrams which many of our men send in to us and to the other men with whom they are contesting, can readily see that contests with us are a real success. Our men enjoy them and they go into them with a spirit of enthusiasm that enables them to make real records. So far as our organization is concerned, I am sure our present-day salesmen take just as much interest in our contests as our men took in our contests years ago.

I can appreciate that some sales managers are absolutely opposed to giving prizes. This may be because they have never tried to hold prize contests or possibly because they have held some contests with little or no success. Or, it may be that they do not understand that prizes are offered for unusual effort and not just simply for quota. Few customers would buy any quicker or easier, simply because some company is carrying on a prize contest. For this reason, we feel that an especially fine record during a prize month is convinc-

ing evidence that it does pay to offer prizes for extra effort.

Most sales organizations, and especially the big ones, are made up largely of average men. By this I mean men who are willing to give an average day's work for an average day's pay or for an average rate of commission. Our job is to get these average men to put forth more than average effort. Extra effort does not always follow a raise in salary or an increase in commission, because the salesman too often feels that he is entitled to it or you would not give it to him. Usually, he is right. There is an old saying that "Ambition without recognition is a farce." While we like to believe that all of our men are ambitious to get ahead, we know very well that many of them could study more and work harder than they do. We have never objected to giving additional reward for extra effort. As a matter of fact, we are glad to do this, because we have found that all of our contests pay us a profit.

We do not believe in holding any contest in which each member of the sales force does not have the opportunity to be a prize winner. We do not offer prizes which only one man, or at most a few men, can win. We purposely try to set a goal within the reach of every man. Our most successful contests are the ones which furnish an incentive for the greatest number of men to put forth their very best effort.

All of our best sales records have been made during contest months. We feel that this alone is reason enough for holding contests, because until a salesman has reached a certain goal, he is not sure that it can be reached. However, having once reached that goal, he realizes that it is possible to reach it again. This gives him greater confidence in his own selling ability and makes him a stronger salesman in the future.

Aside from winning a prize, our men take a great personal pride in being leaders. This is only human. All men like to be leaders in business or in play. Rich men

take more pride in their achievements than in their wealth. In golf, every player is trying to get as close as he can to par. No one likes to make a poor sales record, any more than he enjoys a rotten golf score. In either case, the performance is judged by how close he comes to the mark at which he has aimed.

There is an old saying, that "Men are only boys grown up." I believe that good live contests appeal to the average salesmen. They replace drudgery with enthusiasm and help to make play out of work, and while no contest can take the place of increased organization or greater efficiency of your present organization, there is no question but the right kind of contest does enable the sales manager to secure an increased volume of sales during any immediate period.

Rubberset Company Elects Officers

The entire executive personnel of the Rubber & Celluloid Products Company, Newark, N. J., proprietor of The Rubberset Company, rubberset shaving and pant brushes, has been re-organized. The new officers are: Mrs. E. A. Spurr, president; H. G. Russell, executive vice-president and general manager; J. H. Galloway, vice-president and general sales manager; T. B. Denton, vice-president in charge of operations; W. R. Wright, vice-president in charge of sales; F. Feddersen, treasurer, and J. S. Hays, secretary.

M. M. Lord Has New Duties with Hearst Newspapers

M. M. Lord has been appointed director of the financial budgeting system which has been started by the Hearst Newspapers to tabulate and control expenditures and incomes of all Hearst Newspapers. He has long been associated with the Hearst Newspapers in executive work.

H. M. Smith with Critchfield

Hugh M. Smith, formerly with the C. J. Oliphant Advertising Agency, Inc., New York, has joined the New York office of Critchfield & Company, Chicago advertising agency, as an account executive.

With Rosenberg Agency

William J. Medlin, formerly with the Mitchell Advertising Agency, Inc., Minneapolis, has been appointed art director of the Arthur Rosenberg Company, Inc., New York advertising agency.

J. Jay Fuller Merges with Lyddon, Hanford & Kimball

The J. Jay Fuller Advertising Agency, Inc., Buffalo, N. Y., has merged with Lyddon, Hanford & Kimball, Inc., advertising agency with offices at Rochester and New York. J. Jay Fuller has been elected a vice-president and Norton E. Forgie, also of the J. Jay Fuller agency, has been elected assistant treasurer of the merged agencies, which will continue under the name of Lyddon, Hanford & Kimball, Inc.

Offices of the Fuller agency will be continued as the Buffalo office of Lyddon, Hanford & Kimball.

Kenyon & Eckhardt Elect New Officers

Charles H. Vasoli, who has been secretary of Kenyon & Eckhardt, Inc., New York advertising agency, has been elected vice-president and business manager. Stuart Campbell, art director, also has been elected a vice-president. Joseph A. Vessey, space buyer, has been elected secretary.

Aldrich Taylor, who had been vice-president, has resigned to join the Irving Trust Company, New York.

R. E. Smiley to Direct Ken-Rad Sales

Richard E. Smiley, formerly vice-president in charge of sales of the Bremer-Tully Manufacturing Company, Chicago, Counterphase radio sets, has been appointed sales manager of The Ken-Rad Corporation, Owensboro, Ky., manufacturer of Ken-Rad radio tubes. He was, at one time, assistant general sales manager of the Atwater Kent Manufacturing Company, Philadelphia.

Made Advertising Manager, "Automotive Merchandising"

Dodd Coster, formerly Detroit representative of *Automotive Merchandising*, New York, has been appointed advertising manager of that publication. Sabin J. Burman, formerly with the institutional advertising department of the General Motors Corporation, succeeds Mr. Coster as Detroit representative.

D. J. O'Sullivan Appointed by Armour

D. J. O'Sullivan, recently advertising manager of the Nutrine Candy Company, Chicago, and, prior to that, advertising manager of Eline's, Inc., has been appointed advertising manager of the by-products industries of Armour & Company, Chicago packers.

Westinghouse Radio Account to Lennen & Mitchell

The Westinghouse Electric & Manufacturing Company has placed the advertising of its Radio Division with Lennen & Mitchell, Inc., New York advertising agency.

Here, Young Man, Is a Ladder— Climb Out of That Rut

Some Specific Suggestions for the Young Man Who Is Getting On
But Not Getting Ahead

By Geo. P. Metzger

Vice-President, Hanff-Metzger, Inc. (Advertising Agency)

NOW let's see: Where are we, anyway?

Suppose we stand over here, and take a look at you over there at your desk.

Do you belong there any longer? Why not?

Should you be down the corridor, at a better one? Why?

Do you seem to be half-way up a blind alley, just carrying on instead of getting on, or perhaps getting on but not getting ahead—everybody pretty well satisfied with you and your progress except yourself?

Because, except for a normal minimum and automatic "raise" you do not see any real future in sight—yet you know you have something. Man, you think well of yourself, don't you? Well, I should hope so! If you had any serious doubt concerning your ability you would be content—or satisfied—to make the best of things as they are, same as most people think they have to.

Point is, what can you do about it?

First, I think, you have to recognize the difference between getting on and getting ahead.

The man who gets on checks off his progress year after year by the regularity and size of the pay-increases he receives without having to say a word, or perhaps after edging into the front office and getting one as a favor reluctantly granted. And by the very gradual

promotions that come his way.

He doesn't readily see that even normal pay-raises are not a reward of merit, not testimonials of gratitude for work faithfully performed. Why should the front office O. K. anything better than the usual raise in recognition of your doing exactly what you are

paid to do, except by reason of a selfishly natural regard for its own interests? You have been there long enough to get your bearings run in, and the company doesn't want to lose your services and use up all that oil on new points of contact.

Normal periodical raises of pay may indicate that you are getting on, but that isn't getting ahead. Getting ahead presents a somewhat more graphic picture if you complete the phrase: Getting

***T**HE young man who gets normal pay increases periodically may think he is getting ahead. Actually, he is probably merely getting on.*

There is an ocean of difference between the two. Getting ahead means vastly more than a salary increase now and then. "Getting ahead," says Mr. Metzger, "presents a somewhat more graphic picture if you complete the phrase: Getting ahead—of whom? Not of what, but of whom?"

For the young man who sincerely wants to get ahead, Mr. Metzger presents in this article a ladder that ought to be of real help in climbing out of a rut.

ahead—of whom? Not of what, but of whom? There you are; it sounds unpleasant, but it's business. Getting ahead of others who are more easily satisfied; of others who haven't what you have at all, yet who block your way from up ahead; of others who see their opportunities just as you do yours, or better, and who will push ahead of you right into the turnstile if you are not fast with your feet and your nickel.

Could you do bigger work if they would entrust it to you? Why don't you do some of that work and demonstrate your belief

FACED with the necessity of producing maximum returns from every advertising dollar invested, advertisers are buying space more carefully . . . more efficiently . . . this year than ever before. They are digging down deeper for facts . . . analyzing markets more completely . . . appraising mediums more thoroughly. ▲▲▲▲▲

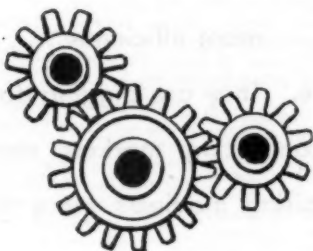
And they find one evening newspaper as an indispensable part of New York schedules . . . the New York Evening Journal . . . offering dominant one-cost coverage of the largest, the richest, the most responsive and most worthwhile market in the world. ▲▲▲▲▲

NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION



R.P.M.'s



Technical—and undoubtedly important, just like a lot of points in advertising.

The Boone Man makes it his business to take technical advertising situations and analyze their local sales value to you, in the automotive industry.

NEWSPAPER ADVERTISING

Circulation, rate, lineage and a host of other points are keys to a situation you seek to develop.

Let the Boone Man help you on the sales and advertising problem in his ten major markets.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

CHICAGO
Hearst Bldg.

NEW YORK CITY
International Magazine Bldg.
57th Street at 8th Avenue

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

PHILADELPHIA
Fidelity Philadelphia Trust Bldg.

ROCHESTER, N. Y.
Temple Bldg.

New York Journal
Boston American
Albany Times-Union
Rochester Journal
Syracuse Journal

Evening

Chicago American
Detroit Times
Baltimore News
Wisconsin News
Washington Times

Boston Advertiser
Albany Times-Union
Rochester American

Sunday

Detroit Times
Baltimore American
Syracuse American

BASED ON SERVICE



The Important Link in Selling the Detroit Market

EMPLYING THE DETROIT NEWS week days and Sundays you can round out your campaign with telling effect. Use the week day editions of The News to sell the general public and the dealer who represents you. Use The Sunday News to reach the whole family when it has the opportunity to discuss in family council your proposition. And if there is any particular group you wish to reach, The Sunday News offers Society, Rotogravure, Sports, Arts, Automotive, Aviation, Financial and Fiction sections, each with a specific appeal. And all of these advantages become doubly effective when you consider that The Sunday News has upwards of 400,000 circulation, by far the greatest in Michigan.

The Detroit News

THE HOME NEWSPAPER

New York Office

Chicago Office

I. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 180 N. Michigan

Member of the 100,000 Group of American Cities

Feb. 2

and a
trust
know,
advan-
pay—
promis-

Let's
take a
can be
ventor
done th
deliver
Very v
ket; m
sound
market
that g
enough
higher
higher
harder
corresp
for the
believe
ity just

It Tak

It do
takes a
market,
paid, m
into h
higher p
insistenc
of his
rememb
for the
he susp
more an
work—t
others i
liberatel
stock-tal
paign.
going f
O. K.'d
secure a
increase
home ne
to get it
take his
ket-place
me how
first thin
get an
almost th
being ric
interrupt
till the
when the
and his s
demonstr

and ability—so that they will entrust it to you? How can they know, otherwise? Yes, do it in advance—on speculation—without pay—without pre-arrangement or promise.

Let's go: The first thing is to take account of stock; no business can be conducted without an inventory. But you say you have done that, and you know you could deliver a higher grade of service. Very well, now analyze the market; no business venture can be sound without an estimate of the market. Is there a demand for that grade of service? Likely enough, wherever you are; for the higher the fewer, literally. The higher the grade of service, the harder it is to find men capable; correspondingly the harder it is for the head man in that show to believe that the applicant's capacity justifies his ambition.

It Takes More Than Confidence

It does happen that a man who takes account of stock, surveys the market, and finds himself underpaid, may possibly hoist himself into higher responsibility and higher pay by sheer confidence and insistence—but he needs to be sure of his ground. Like one man I remember, who came to the place for the first time in his life where he suspected he was producing more and better work—advertising work—than any two of the eight others in his department, and deliberately devoted three hours to stock-taking and planning a campaign. He verified his belief by going through the records of O. K.'d material, and decided to secure a yes or no on a one-third increase of pay before he went home next night, fully expecting to get it, and yet fully prepared to take his wares out into the market-place if necessary. He told me how he tackled the top man first thing in the mornin', didn't get an outraged "no," and spent almost the entire day right there; being ridiculed, opposed, ignored, interrupted and deserted by turns till the middle of the afternoon, when the treasurer was called in and his stubbornness (but also his demonstrated capacity) won.

Certain amount of risk in such a campaign, he had to recognize that; for if a man is patently dissatisfied and does not forward his ultimatum successfully he may have disturbed the static security of his present job. But after all, that was not getting ahead, but getting on. He had simply succeeded in negotiating something better than normal pay-increase or promotion.

Another man, known to many readers of **PRINTERS' INK**, lifted himself (in two tries) into a position he was fully qualified to fill but which would never have been offered to him, this way:

He was one of the assistants to the head of an important department—and he was a youngster. When it became known that his chief was soon to join another organization he had an interview with himself: "Could I hold that job? Yes. Will it be offered to me? No. Why not? Likely to be offered to a man with previous experience in exactly the same position elsewhere. My capacity will be doubted because I am young, because I got all my experience right here, every mistake I ever made is known to our people—and the mistakes of the outsider are invisible here. What will happen if I apply for it? I'll be turned down. But what will I have lost—except something I haven't, and won't have? That's right—nothing! What can I gain? Well, I'll increase the visibility, at least. They'll know I'm here, and that I believe in myself. And I can take my turn-down and be good-natured and loyal, and not show any rancor, and go right on with my job. Likewise, it is a possibility that the experienced man they do put on from the outside won't quite make good. If he has had experience in a similar position, why is he available—unless maybe he is taking a good step upward? And if he doesn't make good I will know it as soon as anybody, and I can go right back in and forestall another incoming outsider by renewing my application. I may not win, but again what can I lose?"

And he did it. They laughed at

him a little, somewhat patronizingly, and told him he certainly had his nerve. The new man came on, did not make good, and the step-up was offered him without any further initiative on his part, though with some signs of trepidation. And he did know his business, and he was on top of his job the first day, and that was his real start. However, the opportunity was stacked right up in front of that man. Most of us have to make our own.

How about it—are you game? Willing to invest some of that initiative and understanding and resourcefulness of yours—and overtime—on the chance that it will find a market, just as the retail merchant has to do with his rent and a stock of goods? Even if some of the boys alongside resent your eagerness, and some of the others higher up come to think of you at times as an interloper? (Some of them may—never mind! I remember one time I was curtly requested to kindly refrain from submitting any more suggestions—and that firm bankrupted later.)

How can you go about it? There won't be space here to tabulate more than the beginning of a list of the constructive moves a man can initiate and follow up to make himself felt among the offices down the corridor where the secretaries trot in at the push of a button—and such a list would be misleading anyway, because it must be shaped according to the character and the personnel and the size and the scope of the business.

However, if I were a clerk in an advertising department, or in any other department and interested in advertising, or a salesman of space or printing or anything else, or in any sort of position in an advertising agency, I would certainly work out a plus—and go to it. Certainly you can, if you are anywhere near as good as you believe you are; you can deliver a plus every week, outside of your own routine. And the very first result is likely to be a scrutiny of your present work. If there is any possible item of your own job that is not covered good and

tight by efficient operation, somebody is likely to come back at you and suggest that you hold down one job before you presume to take on another. That needn't disconcert you, as long as you foresee it, and if you have sized yourself up right and do know your business.

What's a Plus?

What's a plus? Well, suppose your work has to do with sales, one way or another. Any man concerned with sales processes—salesman or whatever he may be—inside or outside, in advertising or any other line—can see plus-opportunities lining themselves up in front of him just as soon as he discovers that there is such a thing. He can hand in or send in typewritten suggestions, with a memorandum explaining his reasons; a steady flow of them, never more than a week apart:

New or revised paragraphs for sales letters; new or revised paragraphs for the sales manual; special features for the sales manual; an outline of a possible table of contents for a complete sales manual if the firm has none and should have; a tabulation of obstacles and resistances to sales of the product; better yet, his own experiences or the experiences of acquaintances in overcoming or forestalling such obstacles and resistances; an improved form for order-blanks; a more concise or illuminating system of reports; a means of filing salesmen's reports more visibly for readier reference; an exhibit of competitive effort.

If he is a salesman, an exhibit of such effort encountered in his own territory; a resumé of his method of exploiting the firm's advertising; reports of unrequired calls on consumers who have purchased the firm's products from his customers; suggestions to facilitate co-operative advertising by dealers; snapshots of good window-displays of the firm's products; news items for the firm's house magazine if there is one; suggestions covering the format and contents and purpose of a house-magazine if the firm issues none and could to advantage; samples of

Feb.
good
sent
sales
sales
what
plant
long.
A
adver
can n
proof
legiti
goes
that n
even s
new s
no en
cate d
in off
ments
tion an
of sta
record
improv
rivals
in han
this is
study
ahead
of prop
process
mande
haps ev
A co
—in a
take he
one cl
ments,
trade-p
outline
—any o
form le
one clie
free tim
end of
a memo
keep a
as tenta
good p
window
possible
lines, he
plete lay
and tur
That's
go on c
If not,
Why?
plus to
No.
There ar
up. Bu

good circulars his dealers have sent out—any salesman who is a salesman, any man who could be a salesman, any man who knows what selling is, once the idea is planted, can make a list a yard long.

A clerk in any organization that advertises or handles advertising can make a habit of watching all proofs, and copy, too, if he has legitimate access to it before it goes to the compositor, for errors that may have slipped by; he can even suggest revision in copy, and new subjects for illustration, and no end of possible headings; indicate details that could be improved in office forms; suggest improvements in office procedure—collection and delivery of mail, handling of stamps, reception of callers, recording of telephone messages, improvements in checking up arrivals and absences; improvements in handling messenger service—this is only a starter. He can study the work of the men up ahead in his natural or desired line of progress, and keep right at the process of delivering an undemanded and unexpected and perhaps eventually appreciated plus.

A copy man—or any other man—in an agency, can each week take home a stack of proofs of one client's magazine advertisements, newspaper advertisements, trade-paper advertisements, the outline of his broadcast programs—any of his literature, any of his form letters. He can think of that one client's interests during all his free time all that week; and at the end of the week he can typewrite a memo to the right man (and keep a carbon copy) suggesting, as tentatively as he thinks to be good policy, store display ideas, window ideas, package-design ideas, possible new markets, live copy lines, headings, maybe rough complete layouts—to be turned down and turned down; what of it?

That's enough for now. I could go on quite a while. Can you? If not, *should* you get ahead? Why? It takes some kind of a plus to do it, almost every time.

No. It won't always work. There are all kinds of men higher up. But you may be fairly sure

that if your higher-ups resent constructive suggestions from a man whose own job is handled smoothly, you are in the wrong alley anyway; and that's not half so bad as not knowing it.

And in that case, if you can't scale the wall at the blind end of the alley you can at least turn round and go out at the open end of it.

Oh, yes—you do have to have something! But you have, haven't you?

Atlanta Agencies Merge As Harvey-Massengale Company

The Massengale Advertising Agency and the Harvey Advertising Agency, Inc., both of Atlanta, have consolidated and will be known as the Harvey-Massengale Company. R. Winston Harvey, formerly president and general manager of the Harvey agency, will hold the same offices with the new company. W. R. Massengale, vice-president and general manager of the Massengale agency, is vice-president of the Harvey-Massengale agency. Frances E. Milam, formerly with the Harvey agency, is secretary and treasurer of the new company.

Scripps-Howard Pacific Coast Appointments

Lynn H. Gamble has been placed in charge of the Pacific Coast headquarters of the National Advertising Department of the Scripps-Howard Newspapers. He will be located at the San Francisco office. George A. Horton, formerly of the New York office, has been placed in charge of the Scripps-Howard Los Angeles office.

E. C. Boykin Elected to Presbrey Directorate

Edward C. Boykin, vice-president of the Frank Presbrey Company, New York advertising agency, has been elected to the board of directors. He has been with the Presbrey company for the last eight years.

New Account for Hommann, Tarcher & Sheldon

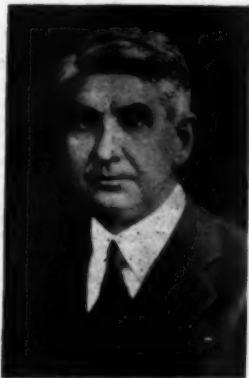
The General Bronze Corporation, Long Island City, N. Y., has appointed Hommann, Tarcher & Sheldon, Inc., New York advertising agency, to direct its advertising account.

La Choy Account to Bement

La Choy Food Products, Inc., Detroit, has appointed Austin F. Bement, Inc., advertising agency of that city, to direct its advertising account. Magazines and newspapers will be used.

Death of Lafayette Young, Jr.

WITH the death at Des Moines, last week, of Lafayette Young, Jr., there passed the last survivor of two generations of a family which had long been prominent in publishing and advertising. On the death, in 1926, of Lafayette Young, Sr., former United States Senator and foun-



Lafayette Young, Jr.

der of the Des Moines *Capital*, control of the paper was left to his two sons, Harold and Lafayette, Jr.

The following year, 1927, the brothers disposed of their interest in the *Capital* to the Register & Tribune Company, stating at the time that they were disposing of the property for the reason that both were anxious for opportunity for travel and more leisure. For twenty-five years the brothers had been active in the managing and editing of the paper.

There was a deep bond of affection between the two brothers. When Lafayette learned that Harold was ill in Paris, he immediately left for France. In November, 1929, he returned to the United States with the body of his brother.

Lafayette Young, Jr., was noted for his devotion and leadership in the civic affairs of Des Moines.

The day after his graduation from college, he became business manager of the *Capital* and from that time on was active not only in the civic life of his city, but in organized publishing and advertising movements. He was one of the charter members of the Greater Des Moines Committee of which he was president at three different periods, 1906, 1909 and 1925. He was vice-president of the Associated Advertising Clubs of the World during 1916 and, for the first three years of its existence, was a director of the Audit Bureau of Circulations.

The energy and enthusiasm which Mr. Young contributed to the many interests which had his support is attested to by the number and spirit of tributes voiced by associates and friends. Representative of these is the tribute paid by Gardner Cowles, publisher of the Des Moines *Register* and *Tribune*, who states:

"Lafayette Young . . . was so full of life and enthusiasm and public spirit that I cannot realize his passing. For more than a quarter of a century he has been a most forceful and important part of Des Moines. He had ability of a high order, and his death will leave a great void in the larger affairs of our city."

James O'Shaughnessy, former executive secretary of the American Association of Advertising Agencies and now business manager of *Liberty*, contributes the following eulogy:

"Lafayette Young, Jr., was more than a good publisher and a charming personality. He was a kindly influence that was felt throughout the operating interests that relate to publishing.

"The good effects of his skilful diplomacy are permanent contributions to the better understanding between publisher and agency.

"His untimely passing is a cause for wide and sincere grief."

The Professional Publicity Associates, Inc., an advertising business, has been formed at New York. Louis Nesbitt, formerly president of the Medico-Dental Publicity Associates, Inc., of that city, is president of the new company.

But that was yesterday—

Yesterday the marketing of goods was largely a matter of producing enough to meet demand.

Today it's a matter of finding enough demand to keep machines and men in motion.

Yesterday markets like Chicago were covered on a mass basis—a sale missed here and there was all in the game.

Today circumstances force the closest scrutiny of such a market's remotest corners—and such scrutiny requires a minutely detailed knowledge of that market.

Such knowledge of the Chicago market is best available through the Chicago Evening American. Challenge the Boone Man to prove that to you.

CHICAGO EVENING AMERICAN

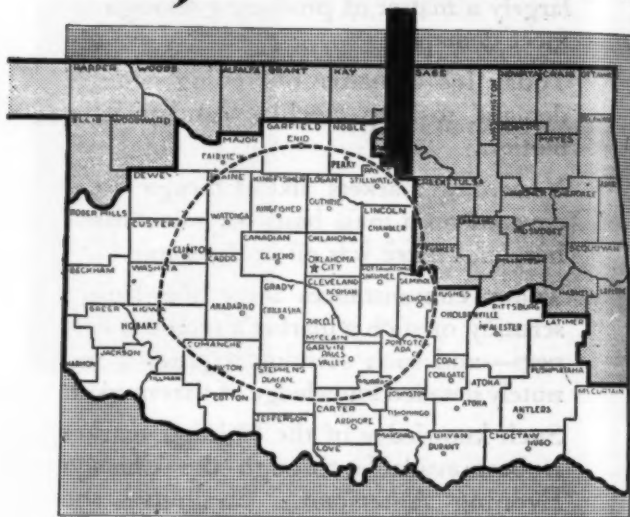
a good newspaper

Now in its ninth year of circulation leadership, in Chicago's evening field, the Chicago Evening American gives to those who use it wisely, unequalled access to Chicago's great home market.

National Representatives:—RODNEY E. BOONE ORGANIZATION

— and THIS

is the Oklahoma City Market △ △ △



△ △ △ *according to*
**BATTEN, BARTON
 DURSTINE &
 OSBORN** △ △ △

Oklahoma
 priorities at
 the left w
 area (w
 heart are
 cost-per-s
 following

ulation, 1,
 5,660,000
 3% of the
 ber of ta
 25,000 to
 ber of r
 ats, accu
 nels, num
 automobile r
 line tax
 ber of f
 ber of el
 area pro
 l producti
 er 90% or
 s, an exc

THE PU
 ahoma C
 eral Rese
 ase in re
 wing a g
 or 1928 as
 rage gain
 istered by
 ict. The
 ahoma Ci
 0,000,000.

THE
 OKLA
 ie O
 HE OK
 Special Adv

Oklahoma City Market is acknowledged by seven out of eight national agencies as the primary and most desirable sales territory in Oklahoma. We left we illustrate the Batten, Barton, Durstine & Osborn Oklahoma area (white counties) and the A. B. C., 68-mile Oklahoma City Market (heart area.) The Oklahoma City Market is covered thoroughly by one cost-per-sales-return newspaper buy—the Oklahoman and Times.

Following data are on the B. B. D. & O. Oklahoma City Trade Area.

Population, 1,448,682, or 56% of the State's total.

\$6,660,000 or 60% of the State's spendable income is within this area, as 6% of the State's \$1,460,050,000 raw material value.

Number of towns: 1,000 to 5,000, 101; 5,000 to 10,000, 14; 10,000 to 25,000, 25,000 to 50,000, 2; over 50,000, 1; Oklahoma City—194,000.

Number of retail outlets, 15,809, or 59.6% of the State's total; wholesale outlets, according to the limited classification in a Study of All American States, number 158, or 65% of the State's total.

Automobile registration is 317,472, or 61.5% of the State's total, and the 1929 license tax amounted to \$6,195,140, or 59% of the State's total.

Number of families with telephones, 89,620, or 57.4% of the State's total.

Number of electric consumers, 103,180, or 57.1% of the State's total.

The area produced 213,987,000 barrels of oil in 1929, or 84.5% of the State's oil production.

Over 90% or 169,897, of the Oklahoman and Times total circulation is in this area, an excess of 10,013 over the combined total circulations of the other

27 dailies published in the same territory, including the third Oklahoma City newspaper.

THE PUFF CORNER

Oklahoma City leads the Tenth Federal Reserve District in increase in retail trade for 1929, showing a gain of 6.3 per cent over 1928 as compared with an average gain of 2.5 per cent registered by other cities in the district. The 1929 retail sales in Oklahoma City were in excess of \$9,000,000.

The cost a thousand of Oklahoman and Times circulation is 3.3c. (Total cost against trade area circulation only.)

The cost a thousand circulation of the 27-paper combination is 8.7c. (Based on their total combined circulations of 159,884.)

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN

Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

**98,116 people
moved into Detroit
in '29
making a total
of 1,888,955
and that should
be the final blow
to the old
“one paper coverage”
story.**

**If you have not
already done it
put
The Detroit Times
and one other
newspaper on your
Detroit schedule**

“THE TREND IS TO THE TIMES”

Represented nationally by the RODNEY E. BOONE ORG.

M

Bei

PHO

nam
things
graphi
volvin
tograph
artist
chemis
workes

You
which
copies
of eng

Two
the k
need.

work
is the
reprod

Between
papers
and the

you ca
log, yo
differen

tremes
of pap
ness o

ing su
The
prepar

needs
of inf

ing, i
may b

terms
tations

and o
will be

duction
versely
in orde

gravin
and pa

This
supply

for su
not in
tising
those
or art
inform
to pro

Meet Your Engraver—an Artist, a Chemist, a Metallist

Being a Panoramic View of Photoengraving—Seen Through a Fog

By Aesop Glim

PHOTOENGRAVING is the name applied to a multitude of things—all originating with a photographic reproduction—yet all involving infinitely more than photography. There is much of the artist in an engraver; much of the chemist and much of the skilled worker in metals.

You have a piece of art work of which you want a number of copies of a given size. Some form of engraving is the answer.

Two factors together determine the kind of engraving you will need. The first is the type of art work to be reproduced; the second is the kind of paper on which the reproductions are to be printed. Between the paper used by newspapers (or pulp paper magazines) and the finest, smooth, coated paper you can buy for a booklet or catalog, you will recognize a world of difference. Between those two extremes there are dozens of grades of paper—in terms of the roughness or smoothness of their printing surfaces.

The layman, involved in the preparation of advertising matter, needs to have at least a minimum of information regarding engraving, in order that his art work may be planned and ordered in terms of the possibilities and limitations of the engraving processes and of the type of paper which will be involved in the final reproduction of that advertising. Conversely, he needs such knowledge in order that he may order his engraving in terms of both art work and paper.

This disquisition is intended to supply this minimum of knowledge for such of my dear pupils as do not intend to *specialize* in advertising reproduction. Likewise, those who plan to become artists or art directors should have more information than I shall attempt to provide here. Also, please note

that what is said in this disquisition does not apply to rotogravure or lithography or offset lithography. Those important subjects must be treated separately.

* * *

One of the simplest ways to classify engravings would be according to the number of colors used. The "full-color" engravings in magazines are most often done in *four* colors—and the standard colors are red, blue, yellow and black. A somewhat similar effect, although less intense in tone, can be obtained with three colors—red, blue and yellow; the black is, primarily for intensity.

One-color printing—most often black and white—is the simplest and most frequently used. It is well to remember that the one color does not have to be black—as far as the engraving itself is concerned. Any other color of ink could be used on the same engraving.

A Separate Plate for Each Color

Each color requires a separate engraving. (The words "cut" and "plate" are used about equally in place of "engraving.") When more than one color is used, the various colors are printed one at a time, in succession.

The use of three or four colors permits an *apparent* duplication of almost any subject painted or photographed in full colors. The use of two colors permits a richness that is greater than one color would give, but does not pretend to *realism* in color (with the possible exception of such a subject as a barber's pole, where the original is in two colors only). The use of one color permits an accurate duplication of anything the artist can paint or draw in one color.

When you are preparing engravings for a publication, it is

all-important to know both the specifications and the limitations of that publication. Newspapers, in their regular pages, can accept only black and white cuts. Certain business papers can handle only black and white or two-color cuts. Some magazines will accept any number of colors, but have definite standards as to the quality and fineness of the engravings and the exact shades of the colored inks to be used and the exact order in which the various colors must be proved.

All of which is intended simply to scare you into the importance of finding out each time exactly what kinds of cuts you want for each publication or group of publications. When you are planning a catalog or a piece of direct mail, you control the kind of paper to be used and the conditions under which it will be printed—and can, therefore, make your engravings more or less to suit your own tastes. The requirements made by the various publications arise primarily from the high speed at which the publications are printed; in other words, they are due to the time limitations and the big circulations.

* * *

Bearing in mind the distinctions according to the number of colors, we may further classify engravings as to the technique in which the art work is done. Two broad distinctions should aid the beginner. Is the art work done in sharp lines—what might broadly be termed an *outline* drawing? Or has it various shades and tones of each color—a *tonal* drawing?

The outline drawings—usually done with either pen or bold brush strokes—constitute the material from which line cuts are made. The only shading in such drawings is achieved through variations in the width and number of the pen or brush strokes; wide or thin, each stroke is of exactly the same degree of color as the rest.

The tonal drawings—wash drawings, photographs, etc.—end up as halftone cuts. In such drawings, every shade of the same color may be present and will be reproduced in the cut.

In addition to line and halftone cuts, there are combinations of the two—made by combining a line cut of one part of the art work with a halftone cut of the balance of the art work. Or two separate drawings of different techniques may be combined in one plate by this method.

One further type of engraving is made by the Ben Day Process—which deserves a chapter to itself. Ben Day cuts belong in the category of line cuts; the Ben Day Process provides a means of putting tones and shading into an outline drawing—mechanically.

Now let us inquire briefly into the process of photoengraving.

The art work (known to the engraver as “copy”) is fastened in place on a board before the camera. The size of the cut is determined solely by focusing the camera to the proper distance from the copy. The image of the copy is thrown onto a ground glass where it can be measured to a fraction of an inch. Then the photographic plate is inserted and under artificial light a picture is taken of the copy.

For a line cut a straight photograph is taken. For a halftone the photograph is taken through a halftone screen, placed inside the camera in front of the plate. These halftone screens are made up of fine lines running at right angles on a glass plate. The coarsest screen halftone, such as might be used in a newspaper, has fifty-five cross-lines to the inch. The finest screen has 175. The usual screens for magazines are 120 and 133. The halftone screen breaks up the image of your artwork into a series of dots on the photographic plate—retaining all the shades and tones of the original.

For four-color process plates, the artwork is photographed four times; a separate plate being made for each color. The colors are separated by means of color filters.

A violet filter is used to secure the proper values for the yellow plate; an orange filter for the blue plate; a green filter for the red plate. The black plate is

alfitone
of the
line cut
with a
of the
draw-
may be
by this

graving
process—
to itself.
the cate-
en Day
of put-
into an
ily.
fly into
ing.

to the
ened in
re the
cut is
ing the
distance
of the
ground
ured to
hen the
ted and
cture is

photo-
alfitone
rough a
side the
plate.
e made
at right
The
such as
per, has
e inch.
5. The
nes are
e screen
our art-
on the
ing all
e origi-

plates,
ed four
ng made
ors are
olor fil-

to se-
for the
filter for
filter for
plate is



The Shortest Distance

Between two points



It's a straight line; we all know that...

In advertising,

it is something that goes direct
from you to your prospect...

The right sort of booklet,
for instance... But, you say,
what IS the right sort of booklet?

Well,
suppose you let us have a
chance to show you a few
samples...

They might interest you

Charles Francis Press
Printing Crafts Building

461 Eighth Avenue - - New York

used solely for greater depth in the final printing.

The subsequent steps in making engravings differ somewhat, according to the type of engraving. However, since we are interested only in basic principles, we will not go into great detail.

After the photographic plate has been made and developed, the film is coated with rubber and colloidion and trimmed to its proper outline. It is then soaked in an acid and the whole layer of film is loosened and removed to another plate of glass, on which it is then imposed in *reverse* position. (Go and see it done; the boys who strip off and juggle a layer of film are good!)

The next step is to print this reversed image onto a sensitized metal plate (zinc for line cuts; copper for halftones). In order to get the image near enough to the metal plate, the printing frame is emptied by a vacuum pump. Then, under strong lights from every side, the image is printed onto the metal.

From this point on, the parts that are wanted are protected with certain chemicals and the parts that are not wanted are eaten away by other chemicals. All of which means hours and hours of work, based on years and years of research and experience. I strongly advise you to make a trip through an engraving plant at least once. You will find it one of the most interesting experiences you have ever had. You won't remember any more details than I have described here, but what I have said may then mean something to you.

Here is one more principle you can understand and may enjoy tracing.

You want the reproductions of your art work to "face the same way" as your art work. (No left-handshaking, for example.) When your art work is photographed, you have a reverse of it—a negative. When the film is reversed, you have a positive again. When the film is printed on the metal, you have a negative once more. And when the metal image prints onto the paper, you have a positive once again.

In dealing with engravers, take them into your confidence; let them help you plan your work with you. As I have indicated, photoengraving is a process of duplication, making possible multiple reproduction of your art work. It is largely photographic and largely mechanical.

Your cuts can hardly be better than your art work; don't expect them to be. Supply art work that is adequate to the job and to the type of engraving required and to the paper on which the engraving will finally be printed. Be sure your art work is clean and that your instructions as to size of cut wanted are both clear and legible.

Your engraver can do a certain amount of retouching, repairing and altering. He can increase or decrease the intensity of a part or a color in halftone or color work—to a certain degree. He can always cut things out entirely; he can't always put in things that were not in the original art work. He can do quite a number of things you'd never expect; he is limited by his processes in other ways.

Consult him; but don't ask the impossible. Photoengraving isn't quite magic—but it's a good approach to it.

Whiting Paper Appoints A. B. Chapin

Arthur B. Chapin, president of the American Trust Company, Boston, has been appointed general manager of the New York office of the Whiting Paper Company, Holyoke, Mass. He began his new duties this month but will continue to hold his banking position until March 15, when the American Trust Company will be merged with the First National Bank of Boston.

Minneapolis "Star" Advances W. C. Auer

William C. Auer, national advertising manager of the Minneapolis *Star*, has been advanced to the position of advertising manager.

Ranger Shirt Appoints A. L. Lanman

A. L. Lanman has been appointed sales and advertising manager of the Ranger Manufacturing Corporation, New York, work shirts.

WITH the thermometer hovering icily around the zero mark, and with the wind howling and snapping outside, daring one to come away from the nigh side of a radiator, fifteen hundred interested people stepped out, at the invitation of an advertisement in The Detroit Free Press, on January 19th, to view a Model Home.

ORDINARILY a house-burning will draw more people than a house-building. The spectacular spots our interests.

AND yet, fifteen hundred people responded to advertising in this newspa-

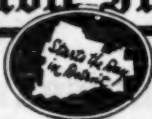
per on one of the coldest days of Detroit's cold winter.

WE submit that this is good evidence of the power to produce. The proof of the pull. A medium-quality much to be desired, much to be sought for when the habitual haunts of purchasers seem unresponsive.

A QUARTER million families daily, a third of a million families Sunday. The best market this market affords.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

An Unusual Coverage In An Unusual Market

The Booth Newspaper Area is an unusual market—it comprises the best industrial and agricultural sections of Michigan outside of Detroit.

Its 300,000 families are composed of the high type, home loving individuals who form the great consuming public. It is one of the markets of greatest potentialities in 1930.

The Booth Newspaper Area has a newspaper circulation situation even more unusual. More than 280,000 Booth Newspapers are sold every day to the 300,000 homes in this market.

In each of the eight principal centers 99 out of every 100 homes are reached every evening with a concentrated coverage throughout the entire area.

Write for information about this market

Grand Rapids Press	Flint Daily Journal	
Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*
50 East 42nd St. New York

J. E. LUTZ, *Western Representative*
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed



99% Coverage In Grand Rapids, Michigan

and a truck delivery service
that blankets the entire
trading area

Grand Rapids is one of the few cities
where *actual* one-paper coverage can
be had.

No qualifying statements are necessary
here—The Grand Rapids Press by ac-
tual check in different sections of the
city as well as by a comparison of city circulation figures and
families proves this claim beyond a doubt.

The Grand Rapids Press distributes more copies per capita of
population than any newspaper anywhere in America.

Also, because of complete truck delivery service, the homes in
every one of the seventy nearby towns are given carrier delivery
on the evening of publication.

Grand Rapids offers an ideal test market because of a simplified
circulation coverage.

Net Paid A. B. C. **90,076** Average for 6 Months
Circulation Ending Sept. 30, 1929

The Grand Rapids Press

Grand Rapids, Michigan

One of the Eight Booth Newspapers of Michigan

I. A. KLEIN

50 East 42nd St., New York

J. E. LUTZ

180 N. Michigan Ave., Chicago



Advertisers of footwear for women have found the Vogue market so tremendous in its purchasing power that they have used . . .

61 1/4 more pages in Vogue in 1929 than in any other women's magazine.

**PAGES
1929**

VOGUE

2nd magazine

3rd

4th

5th

6th

7th

8th

PAGES.....

4

5

10

17

45

46

75

136

TH
Edit
I
list
have
of a
lish
cent
will
the
In
an i
azine
publi
lines
or g

TH
Edit
Ca
book
ment
this

TH
a
the p
valuab
ing 1
sively
been a
library
ber of
lied st
Januar
books
subjec
ance.

Let
of str
lished
is first

The
of Ac
brey (C
plete,
history
fully i
mented
and m
book t

Psy
Rheims
side st
takes
167 sp
inside
sults a

The Recent Books on Advertising

BAER'S
PHILADELPHIA

Editor of PRINTERS' INK:

I am interested in obtaining a list of the most recent books that have been published on the subject of advertising. If you have published this list in any of your recent editions of PRINTERS' INK, I will appreciate it if you gave me the dates.

Incidentally, I think it would be an interesting feature of your magazine if a list of such books were published each month with a few lines criticizing the subject matter or giving a short résumé.

MILTON FEINBERG.

THE CHAMBERS AGENCY, INC.
LOUISVILLE, KY.

Editor of PRINTERS' INK:

Can you send me a list of new books on the writing of advertisements? I shall be very grateful for this information.

BARBARA TUNNELL.

THE year which produced both a boom and a panic, also saw the publication of a number of valuable books on advertising. During 1929 eighteen books exclusively on advertising subjects have been added to the PRINTERS' INK library. In addition a large number of books on marketing and allied subjects were received. Since January 1, a number of other books on advertising and allied subjects have made their appearance.

Let us glance at a selected list of strictly advertising books published during the last year. There is first:

The History and Development of Advertising, by Frank Presbrey (Doubleday, Doran). A complete, thorough and interesting history of advertising, reviewed fully in PRINTERS' INK. Supplemented by a series of historical and modern illustrations. Grand book to read and keep.

Psyching the Ads, by Carroll Rheinstrom (Covici-Friede). Inside stuff by a clever writer who takes 126 advertising cases and 167 specific advertisements. Goes inside and behind them, shows results and tangible returns.

Advertising Production Methods, by Albert W. Dippy (McGraw-Hill). A well-written book in non-technical language for the experienced man as well as the beginner. Thoroughly covers production problems. Each problem illustrated.

The Advertising Parade, by Robert Hunt (Harpers). A good looking anthology of "best" advertisements as selected by a committee of prominent advertising men.

Effective Direct Advertising, by Robert E. Ramsay (Appleton). Tells how to prepare one piece of direct-mail advertising or a complete campaign. Well written text book on important subject in advertising.

Posters and Publicity, by F. A. Mercer and W. Gaunt (Rudge). This annual contains more than 200 advertising illustrations from France, England, Germany, etc. Full of thought-provoking ideas.

Tomorrow's Advertisers and Their Advertising Agencies, by George Harrison Phelps (Harpers). How the advertising agency contributes to merchandising as well as the advertising of its clients and what may be expected in the future.

Layout Technique in Advertising, by Richard Surrey (McGraw-Hill). A guide for all phases of layout. Includes treatment of typography, trade-marks, coupons, ornaments, perspective trade characters, symbolism, and a listing of twenty-five first principles in advertising layout. Mr. Surrey has been a frequent PRINTERS' INK contributor.

Crying Our Wares, by Howard W. Dickinson (John Day). Unusual treatment of basic advertising principles by a PRINTERS' INK contributor.

How to Turn People into Gold, by Kenneth M. Goode (Harpers). Advertising man gives unusual and constructive proposals on how to

meet modern merchandising problems.

* * *

In Behalf of Advertising (N. W. Ayer & Son, Inc.). A collection of the distinguished inspirational essays on advertising published during the last nine years as advertisements for advertising by this advertising agency.

* * *

The Decorative Work of T. M. Cleland (Pynson). The publishers have produced not only a fine tribute to a master craftsman, but also by reproducing some of his best works have offered a valuable guide.

* * *

Modern Poster Annual (Brown). A well-displayed collection of last year's best specimens of modern advertising poster designs in color.

* * *

Industrial Advertising Copy, by R. Bigelow Lockwood (McGraw-Hill). The author points out that industrial advertising, marketing to other industries, has its own special codes and rules of practice. His text book is a guide to an important and specialized field.

* * *

Modern Typography and Layout, by Douglas C. McMurtrie (Eyncourt Press). The new movement in these subjects discussed by a man who knows it. Standards of beauty, the philosophy of the new typography and some layout problems solved by new ideas.

* * *

The Law on Advertising, by Clowry Chapman (Harpers). Here are 495 pages of the legal aspects of advertising and merchandising. A guide for the worried layman.

* * *

Advertising by Radio, by Orrin E. Dunlap, Jr. (Ronald Press). The radio editor of the *New York Times* tells what kind of programs the public wants. Tells how to arrange programs, quotes "fan" mail.

* * *

An Introduction to Advertising Illustration, by Gordon C. Aymar (Harpers). The question and answer method used to explain the

underlying principles of illustration. The works of well-known advertising artists supplement a well-written book.

* * *

Many excellent books on marketing, research, retail storekeeping, business correspondence, the making of surveys and similar subjects closely connected with advertising have been recently published. There are also numerous recent books in biography and fiction which either have advertising as a background or contain chapters devoted to some phase of advertising. A list of more than 100 books on merchandising and advertising subjects is available on request.

Millis Litigation with Lumber Dealers Ended

Litigation between the Millis Advertising Company, Indianapolis, and the National Retail Lumber Dealers Association over the co-operative advertising campaign conducted in 1928 and 1929 by the agency for the association has been ended by a decree entered in the United States District Court at Indianapolis.

This decree gives the Millis company, plaintiff in the suit, the amounts due it as commissions and expenditures out of the sum remaining in the fund at the time the campaign ended.

The sum remaining in the fund at the time the controversy started, the decree showed, amounted to approximately \$80,000. Of this \$40,095.58 was ordered paid to the Millis company. The association is to receive \$1,496.07 as membership fees due, and \$25,656.26 as counsel fees and other litigation expense. An amount in the sum of \$12,121.72 is to be returned pro rata to subscribers.

Joins Wm. C. Popper & Company

Miss Mae Shortle, formerly with Rogers & Company, New York, printing, has joined Wm. C. Popper & Company, printer and lithographer, also of that city.

Appointed by Engineering Magazines

Donald McNichol has been appointed editorial director of *Radio Engineering* and *Projection Engineering*, both of New York.

Harold Van Heest, formerly with the *Boston Post*, has joined Edmund S. Whitten, Inc., Boston advertising agency. He will have charge of the creative production department.

Unwittingly, I Have Been One of Those Shrinking Violets!

C'MON and sit down a minute. I've got a confession to make. In a recent issue of *Printers' Ink Weekly* I caused to appear in boldface type two statements *which were wrong*. Quite wrong, in fact. ♦ ♦ ♦ Now it's *one* thing to be wrong—but it's quite *another* thing when you give *yourself* the unfair end of the argument. Which is what happened. As follows: Examiner *Radio* advertising for 1929 was given as 473,497 lines. It *should* have been 573,497 lines! Examiner *Food* advertising for 1929 was given as 633,216 lines and *should* have been 724,216 lines. Furthermore, instead of beating the Times 100,000 lines, as reported, this figure should have been twice this amount. Media Records proves how right *these* figures are! ♦ ♦ ♦ So I *was* a shrinking violet—even though it *was* unintentional. But I'm going to bellow long and loud now that Radio and Food were only *two* of the National classifications in which we led last year. The others were—Automobiles, Tobacco, Furniture-and-Household, Footwear, Electrical, Jewelry, Sporting Goods, Publication, and Medical. *Jot down these facts, St. Elmo!*

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Copy Writers Need Their Cloak of Anonymity

By Jim Wood

MR. ARTZT valiantly protests against the anonymity of advertising copy writers.* He compares them with advertising illustrators and predicts that "the day is not far distant when copy writers will sign their names to their work on equal footing with any established artist."

This is a rather hasty prediction. To start with, the public relationship of the artist to an advertisement is fundamentally different from that of the copy writer. Advertisers are *not supposed* to know how to paint pictures. Therefore, the illustration of an advertisement is taken for granted as the work of an artist and his signature is a legitimate part of the picture. He has simply sold the advertiser a piece of merchandise and very naturally put his own name on it as the maker. In no way does it detract from the sincerity of the advertisement. He could do the illustrations for Armour's hams one month and Swift's hams the next, and still maintain neutrality to both.

On the other hand, advertisers are *supposed* to be able to tell the facts about their products. And, unless a testimonial is used, the text of the advertisement is taken as the voice of the *Advertiser*. Inject the signature of a professional copy writer and you sound a false note.

The reaction of the reader might readily be: "Who is this guy that writes so glibly? Why should I believe what *he* says? What's his authority? Is he a doctor, lawyer, preacher, banker, scientist or what? Oh, I know—he's one of those professional *copy writers*—I hear they are especially gifted in thinking up snappy sayings to make people buy things. My, but this chap has a

hot line—wonder what he got for writing this ad."

It would look as though a sort of literary gunman had been hired to do the job. The cat would be let out of the bag—a cat the general public does not know exists. Few people are now aware that advertisements are *written by professionals* outside the advertiser's organization. And if this fact became generally known, public confidence in advertising would suffer. Consider how callous copy writers have become to its appeal because of their knowledge of the calculations behind most advertising.

Moreover, any copy writer who insisted on signing his copy would not last very long in the average advertising agency. He couldn't, because he would soon occupy an utterly ridiculous position. Imagine five or six advertisements of different products in one magazine all signed by the same copy writer. How much conviction would they carry? Who would believe such a know-it-all? All of his copy may not appear before the same audience but eventually enough of it would be seen to arouse the suspicion that this fellow "Paul Smith" boasts too many products to be sincere.

And what would happen if this nationally known copy writer, "Paul Smith," changed over to another agency? There he very likely would have to write copy for products in direct competition with those he formerly praised. Without the cloak of anonymity, he would be sunk.

For all practical purposes the copy writer's cloak of anonymity is one of his essential assets. It gives him adaptability as well as movability. Hidden behind a reputable advertiser's name he can write with authority about cigarettes one day and sweets the next. Then he can join another agency and throw harpoons into them both.

*This article is in reply to an article in the January 23 issue of *PRINTERS' INK* entitled, "Should Copy Writers Sign Their Copy?" by Mac Artzt.



Examiner reader-influence, seasoned through a full half-century, is *confirmed* by continued circulation supremacy. It is fittingly reflected in volume of advertising investment.

In circulation as in all major advertising classifications, the Examiner has led for 34 of its 50 years in its 55%-richer-than-the-average field.

SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.
IN DETROIT: A. R. BARTLETT, General Motors Bldg.
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.

MOVING

FEB. 22—TO THE NEW

NEWS BUILDING

220 EAST 42ND STREET, NEW YORK

TELEPHONE—MURRAY HILL 1234

THE NEWS

NEW YORK'S PICTURE NEWSPAPER





Photo—Curtiss Wright Flying Service

**Please change your records—and
come in and see us sometime!**



advertised in *St. Louis*
exclusively in
THE ST. LOUIS STAR and the
 other large evening newspaper

St. Louis merchants for a number of years have appreciated the fact The St. Louis Star and the other large evening newspaper cover the local market thoroughly and most economically . . . and have placed copy accordingly. The Star's gain of 338,000 lines in national advertising last year proves that more manufacturers are finding it more profitable to do likewise

National tobacco advertisers also are turning in increasing numbers to evening newspapers in St. Louis. In January, 1930. The St. Louis Star carried a volume several thousand lines larger than that of the daily morning newspaper . . . showing a gain of 4,254 lines over January last year, while the daily morning newspaper LOST 2,888 lines.

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

John

A S

mons
troul
range
much
him

"I
presi
stead
asked
and

"I
over
"You
quota
that's
might
mine.

To
tened
had
than
of wh
to pic
his be
can c
ager.

Ear
found
dent's
Mr.
much
glad l
the p
lowed
when
course
mark

"W
know
please
you m

"I s
"beca
policy
pany
play a
repres
my m
when
likewis
"No

The Perfect Sales Quota

John Root, District Manager, Is Summoned to Headquarters Because He Failed to Make Quota

By James Maratta

Director, Retail Sales, Minneapolis-Honeywell Regulator, Co., Inc.

AS far as John Root was concerned, a telegraphic summons to the home office spelled trouble no matter how one arranged the letters. He said as much to his wife when she handed him the telegram.

"I wonder why Mr. Teller, the president, signed this telegram instead of the sales manager?" He asked the question half to himself and half addressing his wife.

"I guess it's the annual raking over the hot coals," he continued. "You know I missed making my quota by nearly one-third, and if that's what's in their craw they might as well save their time and mine."

To all of which Mrs. Root listened patiently, realizing that John had worked harder this last year than ever before, and regardless of what bones the home office had to pick with him, John had done his best and that's all any company can expect from a district manager.

Early next Monday morning found Root sitting in the president's office chewing on one of Mr. Teller's good cigars with much misgivings concerning the glad hand and smokes proffered by the president. He almost swallowed what was left of the cigar when the president opened his discourse with the unexpected remark:

"Well, Mr. Root, I want you to know that we are all highly pleased with the splendid showing you made in 1929.

"I sent for you," he continued, "because it has always been the policy and purpose of this company to lay its cards face up and play a man's game with its field representatives. In this respect, my motto has always been, 'Praise when it's due, and other things likewise.'

"Now, Mr. Root, your sales rec-

ord shows that you missed your 1929 quota by 457 machines, or nearly one-third."

"Here it comes," thought Root.

"And for this reason," continued the president, "it has been necessary to discharge your former sales manager, Mr. Guesser. In his absence I take it upon myself to extend our apologies for our failure in making your quota, and I have already instructed Mr. Tigher, the treasurer, to pay you, in full, the bonus you would have earned had you made your 1929 quota as set by Mr. Guesser, your former sales manager. Undoubtedly, you have already obligated yourself for some of the money figured in your bonus, and I don't believe it fair to you or your family to deprive you of this money simply because Mr. Guesser missed his quota for you by 457 machines."

Something Amiss

Root had sat through his share of Home Office grief talks, and in the last few years had schooled himself to be a good soldier. At this particular moment, however, he felt that something was amiss, that a cog had slipped somewhere, and as the strange words of the president fell on his bewildered ears, he sat frozen in one position trying to adjust his senses to the drift of this strange conversation.

Unmindful of the almost utter state of collapse of his one-man audience, the president continued to expound his principles and the right and wrong of efficient sales management.

"Look here," he said. "Your quota for 1929 was 1,500 machines, and I feel certain that you started out last January with the best intentions to make and beat this quota. Nevertheless, you ended up the year with only 1,043 machines. Why this difference of 457 ma-

FINANCIAL INDEX

The following index will be found convenient for quickly locating information in this issue of The Times:

Bank clearings	12
Bond quotations	13
Business News	19
Citrus fruits	19
Cotton	19
Eggs, poultry (butter and eggs)	16
Foreign exchange (money)	17
Grains	15
Live stock	18
Metals	19
Oil Field News	14
Produce, Los Angeles	14
STOCKS—	
Aviation	17
Boston	17
Day City Curb	17
Chicago	17
Los Angeles	17
Western Bank Stocks	17
Produce (stocks)	17
York Stock Exchange	17

Men with Money to Invest

—who live in the nation's fastest growing and second richest per capita territory, are "Times" readers.

This concentration of financial interest in the "Times" is strikingly shown by the lineage records of Los Angeles newspapers during 1929.

The Los Angeles Times carried 791,014 more lines of financial advertising than both other Los Angeles morning newspapers combined, and 1,004,700 more lines than all three Los Angeles afternoon newspapers combined.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresser Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

his report by stating that on September 2 a competitor will introduce a new machine embodying distinctive modern improvements and at a price \$30 under ours. This new machine will result in your Waterloo distributor throwing out our merchandise and launching into an active selling campaign. To offset the loss in business resulting from such bolshevism on the part of your Waterloo distributor, we will not only meet the new price, but will herald it all over the territory with the aid of large newspaper advertisements, and added to this we will have another distributor, just as smart and alive as the one you will lose, ready to carry on with our machine the same day our present distributor springs his grand surprise and jumps the traces.

"Throughout the year we will close out eight of your present dealers for lack of finances. We will, however, give you at least sixty days' notice before each dealer defaults, thus giving you ample time to open up other dealers to replace those closed out.

"That," cried the president, "is my idea of a perfect quota! Let me tell you, Mr. Root, that this silliness of any sales manager picking out a number from the clear sky, multiplying it by his age, and then handing it to a district manager as his quota, will never, never be tolerated again in this organization. When anybody takes over the responsibility to set a quota figure for any salesman, district manager, or branch manager, it should be the duty of that person to guarantee that figure, and forearm himself with weapons to combat any and all contingencies which may arise against the fulfilment of his prophecy.

"Our quota for 1930 is a promise by the company that you will actually earn so much money during the year, and the Lord help Mr. Forecaster if his figures for your territory are not correct to the last digit."

* * *

John Root heard a bell tingling in the distance. It was just a timid little ring at first. But quickly it

became more insistent. John stirred in his sleep. The president's voice trailed off into nothingness. Still more asleep than awake, his hand reached for the telephone alongside his bed.

"Telegram for you, Mr. Root," the hotel switchboard operator was informing him. "Shall I send it up?"

Two minutes later, John was grumpily opening a Western Union envelope. "Please report at office," it read. "Want to discuss your failure to make sales quota."

V. W. Collamore with RCA Victor Company

Vernon W. Collamore has been appointed manager of the Radiola Division of the RCA Victor Company, Inc., New York. He will be in charge of sales and merchandising of all RCA Radiolas and loudspeakers throughout the country. For the last ten years, Mr. Collamore has been with the Atwater Kent Manufacturing Company, Philadelphia, of which he has been general sales manager.

E. A. Nicholas, who was formerly manager of the Radiola Division, is resigning from the RCA Victor Company to organize a distributing company which will handle exclusively the Radiola line.

New Accounts to Procter & Collier

The General Iron Works, Cincinnati, manufacturers of Hot-Kold gas fire heating units, have appointed The Procter & Collier Company, advertising agency of that city, to direct their advertising account. Business papers will be used.

The Frank F. Taylor Company, Norwood, Ohio, maker of Taylor Tot, a baby walker, has also appointed the Procter & Collier agency to direct its advertising account. Magazines and direct mail will be used.

Changes on "Christian Herald"

Samuel D. Fuson, for three years service editor of the *Christian Herald*, New York, has been made managing editor of that magazine.

Wayne G. Miller, of the advertising department of the Truscon Steel Company, Youngstown, Ohio, succeeds Mr. Fuson as service editor.

E. W. Smith to Manage Pittsburgh Steel Sales

Edward W. Smith has been appointed general manager of sales of the Pittsburgh Steel Company, Pittsburgh, succeeding George W. Jones, resigned. Mr. Smith has been with the company twenty-six years.

"W

by

When
that I
with a
vited
way t
right.
reade
to hav
on the
ally su
cast.
affect
familie
from a
the A
New Y
say, it

THE



"WHO SAID, 'The-AY-tre'?"

by Gilbert W. Gabriel

Dramatic Critic

When I came to the New York American, I made it plain that I wouldn't write for people who pronounce "theatre" with an "ay". The editor said I wouldn't have been invited to come if American readers were that type. The way things have worked out, he was pretty generally right. Judging from the letters I receive, modern American readers are an intelligent-enough lot—and they seem to have a surprising amount of money to spend for "two on the center aisle". After I panned a show,—I'm especially sure that this is true—the producers look so downcast. They know that a lot of modern families might be affected by my opinion—more than a quarter of a million families daily and more than a million Sundays. Aside from all that, I might say that I feel perfectly at home on the American. It's certainly a modern sheet—in every New York sense of the word. And, as the boys in business say, it's a growing proposition.

THE

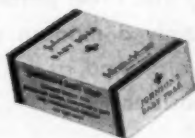
NEW YORK AMERICAN

THE WAY TO REACH THE MODERNS



for Mothers

AND TRUE STORY TOPS THE LIST . . !



Each month thousands of mothers wrote to Johnson & Johnson for a sample of the True Story Baby Powder which keeps his baby fresh and comfortable. The letters are placed in the leading women's magazines where mothers are sure to see them—but mothers can't clip a coupon. The letter must be written to the True Story Baby Powder Company, P.O. Box 100, New York, N.Y. The free sample!

Johnson & Johnson tell us that in 1929 so many True Story Baby Powder samples were ordered that they had to increase the number of samples sent out each month.

TRUE STORY
CONCENTRATION



only

ers wrote letters requesting
 ample, that the inquiry cost
 from True Story is 45 per cent lower
 to any other magazine on their
 inquiry cost that's 45 per
 below our nearest competitor
 seem unusual, but Johnson &
 on are familiar with the
 nsiveness of True Story
 as True Story has proven
 kably successful on other
 on & Johnson products.

responsiveness to national
 ising by the young Wage

Earner housewives who read True
 Story is not a new story. Carnation
 Milk Co., Knox Gelatine, Borden
 Co., Thompson Malted Milk and
 many others have found True
 Story housewives unusually
 responsive to their sales mes-
 sage.

The reason for the tremendous
 interest of these young Wage
 Earner housewives in national
 magazine advertising is undoubt-
 edly due to the fact that True
 Story is practically the only maga-
 zine they read.

RYE ONLY MAJOR MAGAZINE
 AT THE WAGE EARNER MARKET



IN THE NEW YORK METROPOLITAN AREA

48.6% of the subscriptions are addressed to the home.

51.4% are addressed to the office.

THE BUSINESS WEEK

Ed
C
hav
any
fou
ver
pac
V
case
sol
pac
mar
V
este
you
artic
groc
char
St.

ON
pi
ing h
selling
indust
compa
in oth
in pro
food i
have s
The
really
the pu
represe
tion, "I
some
cannot
articles
PRINTE
dealt w
shown
was ove
genuity.
cles on
merchan
scribers

It was
the idea
meats, b
one for
day, the
are, or s
consumer

Acco
sources,
proved th
ucts wh
frozen a
calf's liv
chops, s

Packaging Hard-to-Package Products

STANDARD ADVERTISING AGENCY
PROVIDENCE, R. I.

Editor of PRINTERS' INK:

Can you refer us to articles which have appeared in PRINTERS' INK any time during the last three or four years which deal with the advertising and merchandising of packaged goods?

We are particularly interested in cases where a commodity formerly sold in bulk has been successfully packaged and sold under a trademark name through advertising.

While we are particularly interested in the drug field, we trust you will give us a complete list of articles, whether they be drug, grocery, or any other class of merchandise.

STANDARD ADVERTISING AGENCY.

ONE of the most important phases of modern merchandising has been the shift from bulk selling to package selling. In some industries, the transition was of comparatively early development, in others, it came late and is still in progress. Indeed, even in the food industry the last few years have seen striking developments.

The worst obstacle to what was really a logical development was the purely psychological obstacle represented by the familiar objection, "Packaging is a necessity for some products, but my product cannot be packaged." Numerous articles in PRINTERS' INK and PRINTERS' INK MONTHLY have dealt with this obstacle and have shown how in many industries it was overcome by tenacity and ingenuity. A list of thirty-four articles on packaging hard-to-package merchandise will be sent to subscribers on request.

It was not many years ago that the idea of packaging fresh fish, meats, berries and vegetables was one for humorous skepticism. Today, these products either already are, or shortly will be, sold to the consumer in packaged form.

According to well-informed sources, experiments have already proved that among the many products which can be successfully frozen and packaged are: Sole, calf's liver, hamburg steak, pork chops, scallops, broilers, squab,

bacon, ducks, kidneys, pork sausage, swordfish, halibut, mackerel, shrimp, clams, oysters, porterhouse steak, frankfurters and peas. Also, codfish steaks, blackberries, raspberries, fresh whole hams, fresh unsmoked side of bacon, side of mutton, half carcass mutton, leg of lamb, lamb shoulders, lamb saddle, mushrooms, cherries, corn, green peas and squash.

It is difficult today to conceive of a product of ordinary mass consumption which cannot be sold better in packages than in bulk. Those manufacturers who have failed in their efforts to make the change from bulk to package merchandising may lay their failures to the fact that "their products can't be packaged," but in almost every case the failure is due not to the package but rather to a lack of ability to shift advertising and selling tactics to meet new conditions.—[Ed. PRINTERS' INK.]

R. B. Gray with Williams & Cunninghamham

Roy B. Gray, formerly advertising agent of the Union Pacific System and the Illinois Central Railroad, has joined the staff of Williams & Cunninghamham, Chicago advertising agency.

Appoint Beecher-Cale-Maxwell

The Boatmen's National Bank, St. Louis, and the Boatmen's National Company, the investment division of that bank, have appointed Beecher-Cale-Maxwell, Inc., advertising agency of that city, to direct their advertising accounts.

Joins Edwin Bird Wilson

Harold B. Pickering, formerly with the Gage Publications, James F. Newcomb & Company, Inc., and Rickard and Company, Inc., has joined Edwin Bird Wilson, Inc., New York advertising agency. He will be manager of the industrial division.

With Guenther-Law Agency

Paul H. Myrick, formerly with The Collins Service and, at one time, with N. W. Ayer & Son, Inc., has joined the Philadelphia staff of Rudolph Guenther-Russell Law, Inc., advertising agency.

Appoints Bloch Agency

The Hirsch-Weis Manufacturing Company, Portland, outdoor garments, has appointed the Adolph L. Bloch Advertising Agency, of that city, to direct its advertising account. Magazines will be used.

State University Writes Copy for Wisconsin Banks

A Series of Newspaper Advertisements Was Prepared by Members of the Division of Agricultural Journalism and Furnished Free to Banks

"SHOP TALK" was barred in the series of advertisements which Wisconsin banks recently showed in their local newspapers. Such terms as "interest," "honesty," "stocks and bonds," and "hospitality"—all frequently used in financial advertising—were really conspicuous for their absence in the informative copy that was carried by many of the 900 banks in the State. In fact, the advertisements didn't talk about banking at all. Each dealt with a subject of great concern to the economic and social life of the entire State. They were written by members of the division of Agricultural Journalism at the University of Wisconsin.

The theory back of this campaign was that the business of banks can be enlarged only as the entire community grows and develops. The bank is affected by prosperity, just as surely as by depression. Since the fundamental resource of these inland communities is agriculture, the banks featured in the series better farm practices and more pleasant home life.

The campaign was supervised by the agricultural committee of the Wisconsin Bankers' Association. The entire series was printed and arranged in a binder and a copy furnished free of charge to each

member of the association.

The scope of the series is obvious from a glance at the headlines of a few of the advertisements. These include "Oat Crop in Danger," "Every Fourth Cow a Dead Loss," "Would Our Town 'Measure Up'?" "Anemic" Rooms," "Dry

Cleaning" Highway 19," and "Sweet or Sour Cream." While most of the series appealed primarily to rural folk, there were a number of advertisements bearing on home practices which would interest town as well as country women. Among these were: "No Mystery to Keep House Plants Fresh," "Extra Steps Make Miles," and "Swat! Slap! Beat! Kill! the First Fly of the Season."

The university authors injected in each advertisement the timeliness of a news

story. Each was marked with a release date—the approximate time the subject was confronting the farmer. For instance, seed corn should be tested early in the spring or it may never be tested. An advertisement explaining what is considered the simplest method for testing seed was used March 4. When weeds were in bloom and ready to spread their seed through the community—about June 10—there appeared an advertisement headed "\$46,000,000 Weed Tax."

A friendly, conversational tone

OAT CROP IN DANGER

SHUT, a common disease which ravages small grains, and particularly oats, can be cured by a simple treatment with formaldehyde. Two and one-half cents worth of the chemical will treat sufficient seed required for an acre—a practice which not infrequently results in an increase in yield amounting to at least five bushels.

Barley can also be treated like oats.

The process is easy: the seed should be thoroughly fanned, to remove light or blighted kernels, musty sprouts, and dirt. A pint, or a peck, of the formaldehyde is added to 35 gallons of water.

The solution is either sprinkled on the seed, or the seed is soaked in it for five minutes. When the seed is still damp, care should be taken that it does not freeze or heat, as either of these changes will injure its germination.

In 12 to 24 hours after treatment, the seed is ready for sowing.

If we must grow oats, let's get the heaviest yields.

|| No. 8 of a Series of Advertisements ||
to Build Wisconsin Communities ||

NAME OF YOUR BANK

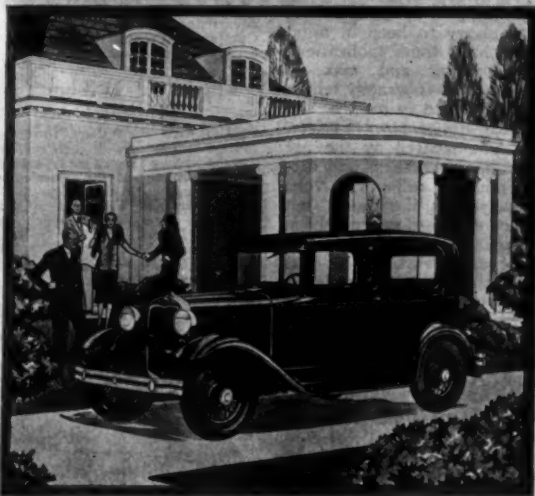
A Community Institution for Years

One of the Newspaper Advertisements
Supplied to Wisconsin Banks

February 2, 1930

Liberty

Pride of Possession



THE NEW FORD TUDOR SEDAN

YOU will take a real pride in the smart style and fresh new beauty of the Ford just as you will find an ever-growing satisfaction in its alert, capable performance. From the new deep radiator to the tip of the curving rear fender, there is an unbroken sweep of line—a flowing grace of contour and harmony of color heretofore thought possible only in an expensive automobile. Craftsmanship has been put into mass production.



A GAIN in 1930, the Ford Motor Company is using a schedule of color pages in Liberty to intercept the attention of the more than 2,250,000 families who find their favorite reading in this magazine every

week. Liberty concentrates more circulation where more cars are registered and sold than any other magazine.

Liberty
A Weekly for Everybody

—The Biggest Newsdealer Sale of Any Magazine

ran through the series. There was nothing formal or academic in the copy. The headlines were simple and yet striking; the copy detailed, yet appealing.

As the majority of the State banks are located in small towns which are served by country weekly newspapers or small dailies, it was necessary to keep in mind the limitations of these publications in their printing and make-up work. A simple typography which could be duplicated in most of the shops was followed. Variety, however, was secured by the use of capital initials, italics, and different widths of columns. None of the copy was illustrated, but white space was used generously in each advertisement.

Each of the advertisements was numbered, the order being designated in the copy by a line, such as "No. 1 of a Series of Advertisements to Build Wisconsin Communities." Under the bank's name was used "A Community Institution for — Years."

Immediately after the series was released, an inspection of the weekly press of the State revealed a wide use of the new copy. In many of the communities where several banks operated, arrangements were made to run the series co-operatively, the name of each bank appearing in the display.

The project dates back several years to a plan of Andrew W. Hopkins, chief of the division of agricultural journalism at the university, who saw that community institutions could tie up their trade advertising with seasonal farm practices. He issued a series of advertisements for drug stores, hardware dealers, fertilizer stores, and other organizations serving the farmer. In these were featured products of the respective businesses which could be used in a farm practice which the extension service of the university was trying to popularize. For example, in treating seed oats against smut, formaldehyde, handled by drug stores, is used; and one of his advertisements showed, in a picturesque manner, the importance of curbing the smut disease.

Cutajar & Provost Add to Staff

Charles W. Curran, formerly with the export advertising department of the General Motors Corporation, has joined the staff of Cutajar & Provost, Inc., New York advertising agency. He will be engaged in plans and copy work.

John A. Gayton, formerly copy chief of Earnshaw-Young, Inc., Los Angeles advertising agency, has also joined the Cutajar & Provost agency as a member of the copy staff.

Elsie E. Wilson Joins "Musical Digest"

Miss Elsie E. Wilson, formerly sales promotion manager of the *People's Home Journal*, New York, and, before that, display director of the American Radiator Company, of that city, has joined the Pierre Key Group of musical publications, New York, which includes *Musical Digest*. She will be in charge of general advertising.

Donald Burnham with Walker Agency

Donald Burnham, formerly an account executive with the M. P. Gould Company, New York advertising agency, and, prior to that, with E. Burnham, Inc., Chicago, has joined the R. F. Walker Advertising Agency, Inc., Chicago, as vice-president in charge of sales.

Byron Phillips to Join Texas Company at New York

Byron Phillips, superintendent of advertising of The Texas Company for eleven Western States, will leave the Los Angeles office of the company on March 1 to join the advertising department of the company at New York.

Appoints B. W. Keightley

Bertram W. Keightley, formerly on the staff of the Standard Publishing Corporation, New York and Chicago, has been appointed sales manager of Manchester, Robertson, Allison, Ltd., St. John, N. B. retailers. The advertising of this company also will be under his jurisdiction.

Minneapolis-Honeywell Shows Gain

The Minneapolis-Honeywell Regulator Company, Minneapolis, heating specialties, showed a net profit of \$1,437,523, for 1929, after all charges. This compares with \$1,037,262, for 1928.

Zip Appoints Donald Shaeffer

Donald Shaeffer, formerly with Terri, Inc., New York, Terri vanities, has been appointed a sales representative of Jean Jordeau, Inc., maker of Zip, Zip-Shave and other Madame Berthe products.

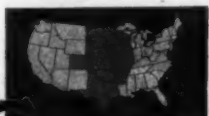
Responsiveness

▼ That Capper's Farmer is editorially attuned to the problems of the big-business farmers of the Midwest is evidenced by the following facts.

More than 108,564 farmers adopted a specific method as advocated by Capper's Farmer for growing turkeys.

Exactly 4,151 persons actually followed Capper's Farmer's recommendations for a certain type of lease in renting land.

Capper's Farmer editorially sold 3,205 persons on a method for testing cows by mail.



Capper's Farmer

ARTHUR CAPPER, *Publisher*
Topeka, Kansas

GUARANTEED CIRCULATION 925,000

— THE LARGEST MAGAZINE

38,945 Orders in a single day

IN ONE DAY 38,945 subscriptions were received for Crowell Magazines . . . a new Crowell record.

In one year the total circulations of Crowell Publications increased over a million...a new Crowell record.

The March issues of Crowell Publications will carry \$2,710,313 worth of advertising...a new Crowell record.

Crowell editorial material is in key with the thinking of the American people. It is clean, progressive, ambitious thinking . . . a type of thinking that leads to buying.



Crowell

PUBLICATIONS

WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE

Feb. 20, 1930

PRINTERS' INK

63

CIRCULATION UNIT OF AMERICA

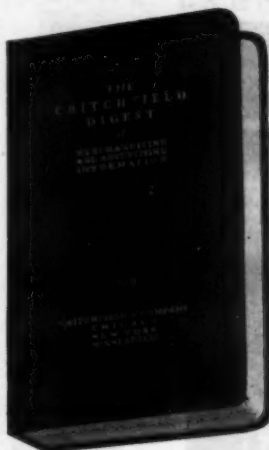


**MORE THAN
8,500,000
CIRCULATION**



Today the market reached by advertising in Crowell Magazines represents the largest unit buying power in America. It offers real opportunity for the further development of America's industries.

COLLIER'S, THE COUNTRY HOME, THE MENTOR



**How Many
Hardware Stores
in
Omaha? St. Paul?**

**How Many
Passenger Cars
in Dallas?
Salt Lake City?**

These and hundreds of other trading centers in the U.S. and Canada are analyzed in—

The New 1930 Critchfield Digest

This new edition brings accurate, up-to-the-minute information on the many practical merchandising and advertising questions that come up every day. Keeps you in touch with the ever-shifting currents of business. You'll want it a dozen times a day.

8000 Changes in Markets and Media

This little reference book lists the latest retail and chain stores, the population, car registration, industries and banks in every town in the U. S. and Canada having a daily newspaper. Data on airports; on newspapers, their size, rate, circulation, etc..

A brand new feature is the Radio Station Section. Every major broadcasting station in our country and Canada is listed, with call letters, power and time rates. The Digest is compact, handy and indexed for instant reference. Price \$2.00 sent on approval with privilege of return.

CRITCHFIELD & COMPANY

Chicago

New York

Philadelphia

Minneapolis

Los Angeles

Oakland

Portland

Seattle

Ense
A
stylin
many
A sto
of po
the i
dinner
oyster
meat
forth.
up ag
none
were
dinner
New
was t
idea
more
them
credibl
the m
vited t
ner an
how a
under
a brow
meat co
This
home o
lem, n
carrying
ment ov
tailer an
his cler
the com
which h
different
The J
Company
making a
possible
element
man to b
powerful
line. The
ated und
franchise
tising to s
styles in
year, incr
tising. T
dealer fra
signments.

Making the Retailer a Fashion Arbiter

Ensemble Styling of Shoes as Accessories Is Used as a Sales Stimulant by Johnston & Murphy

ANY manufacturer who considers the question of correct styling as a sales stimulant has many distinct problems to face. A story is told of a manufacturer of pottery who wanted to introduce the idea of using more than one dinner service, blue plates for oysters and brown plates for the meat course and so forth. He came right up against the fact that none of the clerks who were going to sell the dinner service in the New York store which was to introduce the idea had ever used more than one. To them the idea was incredible. In this case the manufacturer invited the clerks to dinner and showed them how a blue plate looked under the oysters and a brown one under the meat course.

This incident brings home one distinct problem, namely, that of carrying the style element over to the store of the retailer and making the retailer and his clerks actual style arbiters in the community. It is a problem which has been solved in many different ways.

The Johnston & Murphy Shoe Company, of Newark, N. J., by making an immediate asset of this possible liability, made the style element and the innate desire of man to be dressed in good taste a powerful sales help to its entire line. The company has long operated under an exclusive dealer franchise and has used its advertising to stimulate knowledge of its styles in footwear and has, each year, increased its national advertising. The Johnston & Murphy dealer franchise has protective assignments. The company's allot-

ments are not distributed indiscriminately. An attempt is made to see that no territory is over-represented. The exclusive representation plan of the company has stood as a policy for over half a century and has resulted in the building up of large profitable units of business for shoe dealers and men's

From Riding Crop to Neckwear—

COAT

Olive drab, brown or green.

BREECHES

Cavalry type, beige or white.

TIE

Informally, four-in-hand or bow tie worn with soft shirt, soft attached collar.

HAT

Soft felt hat or cap when riding informally. Black derby-like more formal wear.

BOOTS

Russet brown in either the high best style with spur rest and garter strap or, informally, the low model worn with saddle.



Your riding outfit calls for either the J & M Audique Boot or the High Riding Boot. Both riding models are beautifully executed in brown calfskin by the most expert craftsmen.

Two Facing Pages from the Johnston & Murphy Style Book for Consumers

wear merchants in various communities. This franchise is not in the form of a written contract, nor is any specified volume of stock required to qualify for it. The only influence which keeps the relationship lasting is the idea of a profitable working basis. The retailer is, in every case, one who sells to the type of buyers interested in good appearance and is required to have other qualifications. Against these the company places its output and the service of its experience in the fine shoe trade.

With a distinct quality product the company maintains an In-Stock Department for daily deliveries. The retailer stocks the middle sizes and thereby keeps down his initial investment. Extreme sizes are ready for immediate shipment

from the factory. The old methods involving the carrying of large over stock by dealers are overcome by the in-stock system of ordering.

With such a close exclusive dealer tie-up the company proceeded to make each retailer, whether he was a men's store proprietor or head of a shoe store, a fashion arbiter in his community. The company, in collaboration with *Vanity Fair*, worked out a complete style chart for men's wear, including shoes as an accessory. As the company said in its big announcement to dealers: "America is entering a new era of dress. The modern man dresses with increasingly better taste. He realizes that all the accessories of his attire must bear a happy relationship one to another. This implies that some accessories are subordinated, others are accentuated, but all together, make up a carefully planned, consistent ensemble.

"The man realizes he may purchase the most costly details of dress yet fail of becoming well-dressed. He knows, for example, that it is not correct to combine a shirt, collar and tie of pronounced color and pattern with a suit of strong color and design. He prides himself in the exercise of restraint. Today he is more likely to attire himself in subdued effects, reserving the color and pattern accents for neckwear and shoes.

"To learn these essential rules of dress by experience is costly and time-consuming. To our knowledge they have appeared from season to season as isolated discussions in style publications, but this is the first time they have been brought together in connected, handy-reference form, in such a graphic digest as follows in these pages."

The complete style charts which follow on the subsequent pages of the big book are brief and direct. Correct informal day wear, for example, and suggested color ensembles, are put down upon one page. The correct hat, shirt, collar, tie, socks, shoes, gloves, stick and waistcoat to wear with a light

gray-green suit and the changes which must be used with a bright blue suit or a light brown suit are given completely.

On the facing page a reproduction of a Johnston & Murphy advertisement as it ran in a series of national publications is reproduced, displaying the proper shoe for informal day wear to which the ensemble chart on the other side refers briefly. Complete style charts for men's clothing and accessories for every conceivable occasion from that of the Southern resort ensemble to formal day wear and dinner dress are given in full and, in each case, the opposite page carries the correct style of Johnson & Murphy shoe to fit into the ensemble.

This big book with the colored pages reproducing the national advertising of the company's shoes, acts as a convenient sales guide for the retail clerk and his boss in the store. In addition, the company printed a large edition of a smaller booklet for consumer distribution. This is even more brief than the style charts in the large sales guide. It shows the correct wear for riding, from crop to neckwear and then on the opposite page again is reproduced the full-page advertisement featuring the correct shoe to go with that particular ensemble, this time the advertisement being in black and white.

Obviously, the very possession of the large colored sales guide makes the retail clerk a fashion expert in his community. In addition, it reminds the customer, who may have come to him for a tie or a pair of socks, that shoes, hat, collar and shirt are additional parts of the correct ensemble and suggests these added purchases.

Using style as a sales stimulant enables this company to sell its product on the basis of its consumer use rather than price or any similarly obvious talking point.

"American Druggist" Appointments

Herbert R. Mayes has been appointed editor of the *American Druggist*, New York. Henry V. Doyle, formerly associate editor of *Chain Store Age*, has been appointed managing editor.

MICHIGAN

The world's greatest industrial district—centered in the midst of miles of productive farming land—an eager and prosperous buying power.

This service of the Packer organization and the superb locations offered by the Packer plant can assist you in convincingly reaching this important market with outdoor advertising. Packer outdoor plants operating in fifteen other states.

PACKER

Executive Offices: Operating Office for
UNION TRUST BLDG. MICHIGAN
CLEVELAND, OHIO JACKSON

The Salesman as a Merchandiser

How Many Salesmen Have a Concrete Selling Plan?

By W. B. Henri

President, Henri, Hurst & McDonald, Inc. (Advertising Agency)

TO begin with, I believe it is important to point out the difference between a *salesman* and a *merchandiser*.

I define a salesman as a *man who sells*.

And I define a merchandiser as *one who evolves a successful plan for selling, and then sells by this plan*.

In the past seventeen years I have talked to thousands of salesmen personally and in meetings of this kind . . . and my observation of men who "get by" in a selling job leads me to believe that many of them are able to do so because they possess a natural talent for selling.

In other words, they are good conversationalists, possess a good appearance, and work fairly energetically.

However, I have never seen a salesman really make a great success, or go far beyond his immediate job, unless he was a real merchandiser.

"How shall a salesman become a merchandiser?" is a question you perhaps would like to have me discuss.

In the first place, I believe it is important for every salesman-merchandiser to develop and operate his own plan for selling.

Naturally, you may ask, "Of what does this plan consist?" "How can I develop such a plan?"

I believe it may best be done as follows:

Nearly every sales manager and sales organization of importance provides you with a good selling plan. This, however, is more or less of a general plan which contains certain important fundamentals which you must know and follow; but it is by no means a complete plan to be used as an in-

fallible rule on the road to success.

To begin with, additions to this plan can be made by incorporating the ideas you obtain from other successful salesmen in meetings such as this.

In the last two days you have had the pleasure of hearing many successful salesmen outline their selling plans; each one, as far as I have been able to observe, has told a different story. Each one supplied you with valuable information and ideas that you are not at the present time using. If all of them could be welded into one compact whole and adapted to the plan of the company, then you would have what I call an *excellent merchandising plan*.

In other words, you would avail yourself of every possible bit of knowledge that your company, your fellow salesmen and you, yourself, possess.

Perhaps the very things that held back your 1929 sales may have been made clear to you at this meeting. You will, if you have observed carefully, and if you have added these points to your plan, be able to do a far better job this year.

It is also important that you include in your merchandising plan the ideas obtained from those to whom you sell.

One of the most valuable things you salesmen can possibly possess is an accurate knowledge of the market and the people to whom you must sell.

Knowledge of the market tells you *where* to go and *when* to go, so that you may waste as little time as possible. Knowledge of the people to whom you sell—their financial circumstances, their buying habits, their objections to your product, etc., etc. . . . these enable you to talk intelligently and in an interesting manner when a prospect confronts you.

Not forgetting that the prospec-

An address delivered before the Timken One-a-Week Club (The Timken-Detroit Company) at Montreal, January 25, 1930.

YOU
CANNOT
COVER
CLEVELAND
WITHOUT THE
CLEVELAND
NEWS

**95.6 per cent
of the total
local radio
advertising in
Cleveland papers
during 1929
appeared in
evening papers.**

Based on figures of Media Records

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

The Farmer's Wife

is the only mag-

azine edited

and published

exclusively for

the farm women

in America.

'There is nothing else like it'

(With apologies to Dutch Cleanser)

DISTINCTION, even supremacy, may be rightfully claimed with but the narrowest margin. Even the leaders of a field are only leaders comparatively. They do not stand by themselves. They share the field with others.

There are many ways of reaching the farm. But it is the farm woman who buys for the farm just as the city woman buys for her home. This is not a sectional problem. It is a national problem, and farm women must be reached in a woman's magazine with a national scope, especially devoted to farm women's interests.

THE FARMER'S WIFE has this singular distinction. It is the only magazine in America edited and published exclusively for the farm woman.

It does not share this field with another.

"There is nothing else like it."

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Advertising
Office

1806 Bell Building
Chicago, Ill.

Eastern Representatives

Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

tive buyer's natural attitude is to say "No," you will then have in the card index of your mind many different ways of getting around the objections that the prospect raises. The more information you possess and the more complete your plan is, the quicker you will overcome these objections.

... So much for developing the plan.

* * *

Now let us discuss for a minute the best use of your plan.

It has been my observation—and our observation—that many salesmen do not know a prospect when they see one.

"What is a prospect?" This is a question you must quickly answer if you are not to waste valuable time and if you are to make a maximum selling record.

Do you pursue hopeless leads too far?

Do you spend hours and days on a prospect that you should know almost instantly is not a prospect? Do you, on the other hand, quit too soon on real prospects because your judgment is poor?

Many of us have poor judgment on such matters, but if we are keen in observing and if we apply the slide-rule of our plan to each of these prospects, we shall quickly know just how far to go with each one.

Of course, every successful salesman works as little as possible on cold prospects, even though he may be a house-to-house canvasser.

He attempts by every method he knows, and all the good ones he hears about, to create leads for himself, to make himself and his proposition known to the prospect before he calls, so that he may be working on hot leads the vast majority of his time.

Of course, your advertising furnishes you with a number of hot leads on which you are asked to work; but the telephone, direct-mail, satisfied users, and a dozen other sources will provide you with additional leads in your territory that you can follow to advantage.

Just remember that the man who spends the major portion of his time on hot prospects is sure to

far outsell the man who does not.

It is important for the merchandiser-salesman to set a quota for himself far beyond that which the company sets for him, even though the latter may be high.

The company sets a quota for you because it has to gauge its expenses and its operating program on the probable sales you will make ... and, of course, will be satisfied if you reach this quota.

But are you satisfied? Are you content to let someone else say how far you should go in this or any other business?

If you set yourself a much stiffer quota than the company sets for you—and if you develop a plan to accomplish this quota—then you will almost surely make it. In so doing you will accomplish two things: (1) Make an outstanding man of yourself in this organization; (2) Proceed well on the road to future success.

If the application of a merchandising plan which you developed to use in 1929 has enabled you to be one of the honor men of this company's force, then surely a more careful development of the same plan, more thinking and more intelligent application of the things you have learned here will enable you to go far beyond your present record ... and the world is looking for the kind of men who can do these jobs.

Let me counsel you who have developed a plan, to remember that study and research are very important adjuncts to your success and to the development of your merchandising plan. To know more about the facts as they confront you—as to your market, your product, and your competition—is mighty important.

Many salesmen do not know their own product well. They do not know their competitors' products well: When they are confronted with a question regarding their own product versus their competitors', they are compelled to stall around, and go back to the factory or the branch for the real answer or, still worse, never give the correct one.

Lack of familiarity with your

does not.
merchan-
nota for
which the
though

nota for
e its ex-
program
will make
be satis-
ta.

Are you
say how
or any

h stiffer
sets for
plan to
men you
In so
ish two
standing
organiza-
the road

merchan-
developed
l you to
of this
urely a
of the
nd more
e things
l enable
present
is look-
who can

no have
ber that
ery im-
success
of your
ow more
confront
t, your
ition—is

t know
They do
' prod-
re con-
garding
s their
elled to
to the
the real
er give

th your

own product or your competitors' products may cost you many a sale, although you may not be aware of it at the moment. Therefore, I counsel you to study all these things that pertain to your product and your market.

You can obtain many valuable ideas that will round out your plan by studying the selling methods of lines parallel to yours.

Many of them are sold by very much the same methods, in exactly the same fields, and to exactly the same people.

You must constantly come in contact with these products. Have you studied how they are sold?

Do you know their points of approach and their method of closing an order?

Perhaps there is something in these lines that would be invaluable to you. Therefore, if your plan is to be well rounded and complete, it must contain this information also.

In our own business, we find it necessary to know the market; to know the product; and to know parallel markets and parallel products.

We have to study how they are sold, if we do not know this. Even though we do know, we have to keep constantly up to date on it.

Our men in the field bring this information to us.

We are not engaged in selling directly, as you are, but we do have to sell by printed word. We could not write or handle advertising campaigns intelligently and successfully if we did not have this information at hand currently.

We must have a plan for writing and handling a campaign, and a plan behind the campaign, if we are to be successful . . . just as you must.

Going still further: We must have this knowledge because we are going to be called upon by our customers to advise them on general business matters. If we do not know the facts, we will shortly be looking for an account somewhere else.

Your operations are not exactly parallel to ours, yet in many ways they are the same. Both of us

are constantly educating ourselves so we can do bigger and better things.

You hope not only to succeed with your company in a big way, but to be promoted to a position higher up in the organization, or with some other organization where your remuneration will be far greater and your responsibility and authority considerably increased.

When you go to this higher-up position, you will be asked to manage other men—perhaps other salesmen. You will be asked to direct their work successfully. You will be asked to see that they operate and develop a plan much as you have developed it.

How can you manage salesmen . . . How can you do all these bigger jobs successfully . . . unless your present-day plan is built on the correct foundation and completely rounded out?

I do not believe that any man can succeed unless he realizes the value of making other people work for him.

You might say, "That's true, but I do not have any people working for me, because I am all by myself in this selling job."

That is not true. Out in the field today each one of you has hundreds of satisfied users of your product. They present the greatest source of leads, as you know, in your business. If these people think well of you and feel kindly toward you, and if you ask their co-operation in an intelligent, pleasant manner, you are bound to get a tremendous amount of help from them.

Every user of your product who is happy with it today can probably send you to, tell you the names of, or recommend you to, five other people who also would like and possibly can own the same product. Therefore, I say to you, that you have hundreds of people able to work for you today.

The question is, are you making use of them?

Now as you get along further in your life's job you will multiply the number working for you many-fold. For instance, you will have not only the users who present

PEOPLE WHOSE PICTURES YOU WON'T SEE HERE

When we receive a long letter that says in effect:—

"Gentlemen: I have the XYZ account under my left thumb. Hire me and you'll have the business the next day."

Here is the gist of our customary reply:

"Dear Sir: We are not interested in individuals who for some reason or other control an advertising account. We engage men and women here for just one reason: because they have talent we can use in producing the finest type of advertising."

At one time and another we have rejected some fairly tempting propositions that we hire somebody who could bring in an account at once. But we stick to the policy that in the long run business will gravitate to the people who deserve it.



JOHN C. DOORTY
Assistant Account Representative
Buffalo



PAUL STEVENSON
Writer
New York



MARY E. DAVID
Production Department
New York



KARL L. WEHMEYER
Account Representative
New York



PAUL W. HAWTHORNE
Art Department
Boston



E. F. ORELLANA
Assistant Account Representative
New York



GEORGE T. EAGER
Manager, New Business Department
New York

Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: 339 Boulevard of the Allies

such a fruitful field for prospects in your present position, but you will have salesmen, advertising, etc., etc., to help you.

You can write down right now in the card index of your mind, this one little axiom: Unless you are successful in making other people work for you, your own success will be very small.

In conclusion, let me sum up my talk with these few thoughts:—

Every salesman should strive with all his might and main to become a merchandising man—a man *with a plan for selling*. He should keep this plan alive and up to date, and operate by it, not only for his present but for his future good. The man who has this plan enjoys a feeling of safety, a confidence in his future and in his own ability which will lead him to points far beyond those he has in mind at present, because he will be a most sought-after type of man in business.

Join Williams & Cunyningham

Roy B. Gray, at one time advertising agent for the Union Pacific System, Omaha, has joined Williams & Cunyningham, Inc., Chicago advertising agency, as a member of the copy and plan department. More recently he had been with Poole Brothers, Inc., of that city.

Fred Woodville Miller has joined the copy and merchandising staff of the Williams & Cunyningham agency. He was for several years with Critchfield & Company, Chicago advertising agency.

Handling Long Island Railroad Campaign

The New York office of the Dyer-Enzinger Company, Inc., advertising agency, is directing an advertising campaign for the Long Island Railroad. Long Island and New York newspapers are being used.

New Account to Tuthill Agency

The Wilcolator Company, Newark, N. J., heat controlling devices and Aqualator humidifiers, has appointed the Tuthill Advertising Agency, Inc., New York, to direct its advertising account.

Appoints Roane, Jensen & Rous

The Amtorg Trading Corporation, New York, has appointed Roane, Jensen & Rous, advertising agency of that city, to direct the advertising of its Santonin. Farm publication, direct-mail and radio advertising will be used.

Management Association Plans Chicago Conference

Among the subjects which will be discussed at the conference of the industrial marketing division of the American Management Association to be held at the Blackstone Hotel, Chicago, March 5 and 6, will be: "What's Around the Corner in Industrial Marketing?" "Determining Channels of Distribution," "Trends in Sales Promotion and Advertising," "Sales Personnel Problems" and "Forecasting and Market Research." C. R. Cary is vice-president in charge of the conference.

Life Insurance Sales for January

New ordinary life insurance sales for January amounted to \$712,855,000, as against \$659,843,000 for the corresponding month of 1929. This represents an increase of 8 per cent.

These figures are based on a report of the Association of Life Insurance Presidents and aggregate the business, exclusive of revivals, increases and dividend additions, of forty-four member companies, which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

Leo H. Fuller Adds to Staff

Frederic L. Horton, for the last five years assistant advertising manager of the Munson Steamship Line, has joined the sales staff of Leo H. Fuller, Inc., Long Island City, N. Y., advertising displays.

Joseph R. Durand, formerly with the Art Poster Company, Chicago, has also joined the Fuller company, as New England representative.

New York Pie Baking Advances K. D. Stewart

K. D. Stewart, formerly sales manager of the New York Pie Baking Company, New York, has been appointed general sales manager. He will direct sales and advertising of this company, which operates bakeries in New York, New Jersey and Pennsylvania.

Botsford-Constantine Adds to Staff

Miss Mary Pentland, formerly a member of the advertising staff of Frederick & Nelson, Seattle, department store, has joined the Portland office of the Botsford-Constantine Company, Pacific Coast advertising agency, as an account executive.

H. B. Matthews Has Own Business

H. B. Matthews, for the last eight years vice-president and director of advertising of S. W. Straus & Company, Inc., New York, has opened his own advertising business at that city.

on Plans
nce
will be dis-
the indu-
the Ameri-
to be held
ago, March
around the
ng?" "De-
tribution,"
and Ad-
Problems"
Research."
in charge

s for

sales for
\$5,000, as
correspond-
resents an

a report
Insurance
business,
and divi-
r member
r cent of
ranchise out-
legal re-

o Staff
e last five
anager of
has joined
ller, Inc.,
advertising

with the
has also
New En-

king
wart

ales man-
e Baking
been ap-
He will
of this
series in
Pennsyl-

adds to

ly a mem-
Frederick
store, has
the Bots-
tistic Coast
count ex-

Own

ast eight
or of ad-
Company,
his own
ity.

We haven't lost an account in eight years. When you consider that most printing is bought on a price basis with the finished job wanted yesterday, this is a record of which we are justly proud.

OGDEN
PRINTING CO., INC.
209 W. 38th St., New York City

ADVERTISERS WITH MORE



AN aviator who takes unnecessary chances may be cited for his courage but hardly for his judgment.

When one or even two motors go bad, the safe tri-motored plane gets there just the same.

So it is with the advertising plan that does not depend entirely upon one motor to carry your product home. At times the architect's approval is sufficient, but in many cases the contractor decides, and in still others it is the dealer.

Why take greater risks than the avi-

NATIONAL TRADE JOURNALS, INC.

National Trade Journals, Inc., 551 Fifth Ave., N. Y.—Building Division: The Architectural Forum; Building Age; Building Material Marketing; National Builders Catalog; Heating and Ventilating; Good Furniture and Decoration.

ORE

PLUCK THAN AVIATORS

ator—why be content with a smaller margin of safety? Protect your product from the start to the finish of every sale.

kes
ces
but

To manufacturers (and their advertising agents) who wish to reduce risk to the minimum we present four seasoned sales tools which offer effective contact with the real buying power and influence of the building triangle—

go
gets

The Architectural Forum

monthly for the architect

hat
one
ne.

Building Age

monthly for the contractor

is
on-
s it

Building Material Marketing

monthly for the dealer

National Builders Catalog

annually—used daily by the contractor and dealer

vi-

1930-31 Building Year Edition closes May 15th

NC.

Send for printed information or a representative

521 FIFTH AVENUE, NEW YORK CITY

ing Age;
oration.

Sports Division: Sporting Goods Illustrated & Journal; Motor Boat; Outboard Motor Boat. Food Division: Canning Age; Fishing Gazette. Diesel Division: Motorship; Diesel Power. National Cleaner & Dyer. Specialty Salesman Magazine

Do Retailers Object to Manufacturers Training Their Clerks?

If Educational Plans Are Properly Explained in Advance and Are Unselfish, They Will Be Well Received By Owners, Buyers and Clerks

By Ruth Leigh

ONE of the questions most frequently asked by national advertisers interested in the subject of training retail clerks is: "How do dealers take to this educational work?" Or, sometimes the questions arise: "Do the salespeople like it?"; "Do buyers object?"; "How does the work fit in with the programs of stores that maintain their own educational departments?"

The purpose of this article, in relating actual experiences in educational work, is to answer these and similar questions regarding manufacturers' training work. Obviously, it is impossible to supply an answer to fit every circumstance, but, in general, these answers may be applied to the average advertiser's educational work in the average retail store.

First, let us take the question: "How does the dealer take to this educational work done by manufacturers?"

In rather extensive experience among large and small retail stores in all parts of the country, I have yet to find one merchant who has objected to a manufacturer's training efforts, provided (1) that the educational plan was properly sold or explained in advance, (2) that the manufacturer made an effort to adjust it to the policies of the store, and (3) that the training work was not too completely selfish.

In other words, these three conditions have an important bearing on the success of any advertiser's training work, written or personal.

Here are some actual experiences that illustrate the way they have been known to work out:

A manufacturer of women's undergarments sent a traveling instructor to an exclusive specialty shop in Detroit. When the

representative arrived, she was greeted with hostility on the part of the department buyer, who did not even expect her (although it had been assumed that advance arrangements were made), and who made absolutely no effort to enlist the interest and co-operation of the girls in her department. Moreover, the owner of the store was decidedly antagonistic, with the result that not only was the instructor's visit a complete failure, but it started the advertiser questioning the efficacy of this form of educational work.

When the smoke of this unpleasant incident had cleared away, these facts remained: (1) The traveling salesman who covered that territory had been at fault in not completely explaining the educational plan both to the buyer and the store owner. This is usually the salesman's responsibility, and unless he sells the idea adequately, it may fail. (2) The whole educational plan, to be profitable, must be so presented to the merchant that he realizes he is getting a free educational service of important value to his store, not that he is conferring a favor in allowing the advertiser's educator in his store. The dealer must be made to realize that he is the recipient of a favor, that he is getting a service of real worth. (3) Every effort must be put forth to surround the educator's visit, especially her introduction to the store, with dignity and importance. If possible, she should be presented by the company's salesman in that territory, or by someone who makes it easy for her to start the educational visit smoothly. This advertiser finally decided that the traveling instructor should never be made, figuratively, to knock at the door

of a dealer's store, but, rather, to have the store indicate its hospitality and eagerness to receive a manufacturer-guest who has come to help its salespeople.

On another occasion a store had a policy that prohibited its salespeople from receiving any mail from a manufacturer, either in the store or at their homes. The store was willing to have its executives distribute material to clerks, but its rulings precluded any concern from addressing data personally to the selling help.

A rather unpleasant scene ensued one day when an advertiser's representative was found taking down on paper the home addresses of the girls in the department with the idea of sending them samples of the product for their own use. The whole incident was innocent enough, so far as the manufacturer was concerned, but evidently the traveling salesman, who was noting down the names, had not taken the trouble to ask permission to send samples for educational purposes, in fact, had overlooked investigating store policy in regard to sending anything to salespeople. The incident meant that that store refused to distribute the manufacturer's printed educational material. This is what I mean in pointing out that often an advertiser's training efforts fall short because they are not correctly adjusted to the policies of the store.

The news quickly spreads among dealers and salespeople, especially at retail conventions, as to which manufacturers are rendering really helpful educational service, and by the same token, I have seen one irate retailer tell an advertiser's traveling salesman that he didn't care whether or not his salespeople received that company's sales manual "because it was one of those books that blow the company's horn too hard and ignore the fact that we have other lines to sell."

I have discussed the question of manufacturers' educational work with owners and training executives of gigantic metropolitan department stores hiring 8,000 em-

ployees, as well as with retailers employing only a dozen. The complaint I hear most frequently about manufacturers' educational efforts are that they are inclined to be too selfish—not sufficiently general to be of practical value.

At the risk of repeating some oft-offered advice about educational work, I state again: *Let your educational work deal with your line in general*, with only occasional references to your specific product. It may help a competitor; it may not "talk up" your own goods in much detail, but the dealers like it—and that's the essential point in having your training work accepted.

Have your printed material applicable to another line, if necessary, but recognize the basic difference between a laudatory advertising pamphlet that discusses the merits of your line, and an educational booklet that discusses your goods in general.

Aside from this specific complaint about manufacturers' educational work, I hear no real objections of importance. As a matter of fact, the complaint most stores make is that there is not enough of this type of educational co-operation.

Next to answer the question: "Do salespeople like it?" On the whole, they do. The average store clerk is interested to learn more about his goods, provided that learning does not take too much time, effort or concentration. He will read or listen to an educational talk, if it is made easy for him to understand. Herein lies the knack of appealing to salespeople—to make an educational dose so easy to swallow that the clerk does not realize that he is being dosed.

Of course, there are—and always will be—disinterested clerks in every group, those who will receive no benefit from manufacturers' training efforts. Often, they are the salespeople who most need instruction. On the whole, however, these indifferent clerks need not discourage an advertiser, because for every one who is negative in attitude toward train-

AN INTERNATIONAL FABRIC / / / WITH AN EDUCATIONAL PROBLEM

*L*INEN occupies an unusual position among textile fabrics. For the most part, it is an imported commodity. It has had an important place since transatlantic commerce came into existence. The increased use of cotton and other fabrics has, however, displaced linen for many uses where it was formerly intrenched. In many retail establishments, linens have been moved to inconspicuous parts of the store, or even dropped.

To counteract this, linen houses have recently developed linens to appeal more directly to present-day usages and fashions. In damasks, sheets, towels, draperies and figured linens, alert styling has been applied. New fashion appeals have been found in dress linens, men's and women's suitings, handkerchiefs and shirtings.

Linens, however, need more than good styling, for retailers are interested in goods which move and show a profit. The problem of the linen manufacturer is one of educating the retailer to the new position of linens and to the possibilities of profit therein.

It is a problem of education to increase the enthusiasm of present distributors as well as to reinstall linens with retailers who have dropped, and to secure the patronage of those who have never handled them. Only along such lines can linens be

THE FAIRCHILD

8 EAST 13th ST. N. Y. C.

DAILY NEWS RECORD MEN'S WEAR
FAIRCHILD'S INTERNATIONAL (PARIS)

FAIRCHILD TEXTILE-APPAREL AND
RETAILING STYLE SCHOOL

MEN'S
CHILD

successfully revived as an item of the first rank in the retailer's merchandising policy.

For this purpose, the Fairchild Publications are of especial value. The fact that they maintain branch offices in every important European linen center has secured the reader-interest of every distributor already interested in linens. Their general value insures the attention of others.

In the field of HOUSEHOLD LINENS, there are two publications of primary importance:

DAILY NEWS RECORD, the newspaper of the textile-apparel trade, reaches every jobber of consequence in the industry, as well as the principal merchandise managers and buyers of linen fabrics in the larger retail outlets. Its pages are the principal source of market news of linen fabrics.

RETAILING, the Fairchild weekly newspaper of modern distribution methods, covers the principal store executives, buyers and sales-people of the department stores and large specialty shops.

In the field of DRESS LINENS, Retailing is also an essential medium, together with the following publications:

WOMEN'S WEAR DAILY reaches retail executives, buyers and sales-people concerned with ready-to-wear and fabrics, and in addition covers the cutting-up trade in women's apparel.

STYLE SOURCES, the Fairchild semi-monthly magazine of fashion and fabric, insures complete coverage of every person of importance in the retailing of articles bought by women. It has the largest circulation of any magazine in its field.

MEN'S WEAR, the principal publication in the field of clothing and furnishings, reaches the retail distributors of masculine apparel in every city in the country.

For the advertising or sales executive interested in the marketing of linen there is invaluable information in the Fairchild study "The Selling Points of Linen." It is available at 25c per copy by application to our Circulation Department.

PUBLICATIONS

NEW YORK, N. Y.

WOMEN'S WEAR DAILY FAIRCHILD BULLETINS (LONDON-PARIS)
FAIRCHILD TRADE DIRECTORIES MAN and his clothes (LONDON)

ing efforts, there are nine who are glad to be helped.

Here are some actual experiences which illustrate the attitude of salespeople toward manufacturers' educational work:

In the underwear department of a New Rochelle, N. Y., department store, lectures were given by a representative of the Vanity Fair Silk Mills. One of the saleswomen later described many sales directly traceable to the talk. She pointed out that she had been in the store only four weeks when the talk was given. Up to then, she had not sold a single Vanity Fair garment. After the lecture she made many sales of that line. Explaining her experiences, she says: "Most of our customers want the cheaper goods, and to make quick sales I have been accustomed to showing cheap or medium-priced goods first. Before the lecture, no woman asked for a Vanity Fair garment, so I just didn't show them. We carry several cheaper lines and they seemed as good to me. After listening to the talk, I began to think that Vanity Fair underwear was really worth the prices we ask for it. It was easier to explain it, too, because the lecturer told us so many different selling points. Since the lecture, I show this underwear and it helps me in the end, because it's easiest to sell."

The buyer of this department confirmed what this saleswoman said and explained that the other saleswomen in the department had had similar success in selling Vanity Fair undergarments in place of unidentified brands.

Another concern that has done amazingly successful work in arousing the enthusiasm of retail saleswomen is the Gotham Silk Hosiery Company. I have never yet met one hosiery saleswoman who has not described in glowing terms the benefits she has received from this company's educational work. It is part and parcel of their selling. The Gotham "Ten Commandments" are bywords to hosiery saleswomen.

Unquestionably, salespeople like educational work of manufacturers when it is handled with

skill, friendliness and intelligence.

I am frequently asked the question: "Do department store buyers object to manufacturers' educational work?" The answer is obvious. No. Why should they object? The only time you will find opposition to this work on the part of the buyer is when, in some way or other, it interferes with the conduct of her department. That means that you must approach buyers tactfully on this subject (as you must do on all other subjects). Frequently an excellent way to do this is via executive channels.

My experience has been that the attitude of buyers and salespeople toward manufacturers' educational work is regulated almost entirely by the attitude of store executives. In other words, in large stores, it is usually desirable to explain your plan to the men higher up—the store owner, perhaps, or the merchandise man. If buyers and salespeople realize that your work is sponsored by their superiors, they are certain to accept it with more interest and willingness, than if it receives no official endorsement. Usually, store owners and other officials take great interest in educational assistance rendered by manufacturers, and they often like to check up results.

In store training work, I have had occasion to say time and time again to various executives: "Won't you say a few words to the girls before my talk—just to indicate that it has your approval? If you urge your people to take advantage of it, they realize its importance."

I have had opportunities to compare the effect of official sponsoring with the results of educational talks in two large stores. In Philadelphia there is a large women's specialty shop in which the owner enters into the spirit of all store activities, particularly educational work. When there is a manufacturer's representative prepared to give a talk to the salesgirls, this store owner stands up before his help and urges them to pay strict attention to what is being told them. It is a pleasure to work with the girls in

this
mirro
titude
On
store
been
becau
shyne
takes
in hi
given
are s
spons
perso
turer
For

R E
King
up it
hell
like
got s
ing
I'll
hand
scene
Ha
camp
to bi
of c
beaut
mass
reach
were
tistic
fairly
sion.
flowe
chall
hand
Cl
four
saw
tlem
lic b
hand
hand
the
patro
boun
to se
lent
W
the
ever

this store, because they so truly mirror the friendly, interested attitude of this store owner.

On the other hand, a similar store in Washington, D. C., has been very hard to show results in, because the store owner, due to shyness or indifference, never takes a part in activities. He sits in his office during store talks given by outsiders, and the girls are seldom as interested or as responsive as if that owner were personally to endorse a manufacturer's work.

For such reasons, I point out

that the attitude of salespeople and buyers toward a manufacturer's training efforts is easy to regulate. It can usually be made a reflection of attitudes of executives higher up.

My experience in working with salespeople for national advertisers has been most encouraging. There have been some difficulties and unpleasant experiences, it is true, but these melt hazily in the background against the genuine eagerness with which educational work, on the whole, is received by merchants, buyers and salespeople.

What Groucho Says

Unworthy Hands for Paper Towels

REMEMBER the scene in that musical play, "Vagabond King," when the hands were all up in the air—raging mob? "To hell with Burgundy" or something like that. Do you know why I got such a kick out of those pushing, gesticulating human hands? I'll tell you. You know those hands made that play. Those mob scenes were gorgeous.

Had a part in planning a towel campaign once. Bonner brought to birth from somewhere a series of drawings of human hands, beautiful, grotesque, startling—masses of human hands, grasping, reaching, repelling. Virile they were, commanding, begging—artistic hands, cruel hands. They fairly belloyed with human passion. Eloquent words of copy flowed just naturally to meet the challenge of those compelling hands.

Client was a very wealthy house, four generations from a river saw mill. Highly educated gentlemen, community leaders, public benefactors. Wonder if those hands seemed too much like the hands of their lumber jacks, of the common herd whom they patronized so charmingly and so bountifully, and hence unworthy to sound the call of those excellent towels of tough paper.

Well, that series of sketches, the best lot of attention getters I ever saw drawn, just didn't get

even half way to first base.

You wouldn't believe it, but even in our own shop only a few of the real guys could see how big they really were.

Couple of years afterward when I saw the "Vagabond King" I knew we'd been right, those of us who were set down as hopelessly impracticable because we saw a poor, piking, silly millionaire or two turn down one of the few masterpiece lots of drawings that advertising has produced and beefed about it. Poor, ignorant, self-satisfied little petty barons of finance and industry. Oh yes, they've done worth-while things, these one-time saw mill people. I'll hand 'em a lot of credit. As far as machinery, inventions, book-keeping, *et al*, can go, they will go; but the rare, intrepid human touch is beyond them. It's priceless but they don't see it.

Foolish to try to appraise a set of discarded drawings, isn't it? But, boy, I'll say there were millions in those if their right to live had been respected.

Strangely enough, I don't even know who made them, but I'd like to know, I'd like to get my knees under the same table and tell him what I think of one job he did.

Pay him? Oh a sketch accepted is income, and a sketch turned down is lost time. I imagine that's all it meant to him.

GROUCHO.

Appoint Lord & Thomas and Logan

The Del Monte Properties Company, operating the Hotel Del Monte, Del Monte Lodge, Pebble Beach and San Clemente Ranch, has appointed the San Francisco office of Lord & Thomas and Logan, advertising agency, to direct its advertising account. Class magazines and Pacific Coast newspapers will be used.

The Pacific Coast Cannery, Inc., Oakland, manufacturer of Blue Bunny Brand of California canned fruits and vegetables, has also placed its advertising account with the San Francisco office of Lord & Thomas and Logan. A newspaper campaign in selected cities is planned.

New Accounts for Williams & Cunningham

The Scintilla Magneto Company, Inc., Sidney, N. Y., manufacturer of magnetos for aircraft, has placed its advertising account with Williams & Cunningham, Inc., Chicago advertising agency. The Bragg-Kleisrath Corporation, Long Island City, N. Y., manufacturer of the B-K line of vacuum booster brakes, has also appointed Williams & Cunningham as its advertising agency. Both concerns are subsidiaries of the Bendix Aviation Corporation.

General Paint Plans Pacific Coast Campaign

The General Paint Company, formed a year ago through the merger of five major paint companies on the Western coast, has made an appropriation of \$200,000 for advertising. A campaign is planned to start immediately in Pacific Coast newspapers and magazines. N. W. Ayer & Son, Inc., is handling the campaign through its San Francisco office.

"The Sportsman" Appoints Roger A. Johnstone

Roger A. Johnstone, with offices at San Francisco and Los Angeles, has been appointed to represent *The Sportsman*, New York, in the Pacific Coast territory. This appointment is effective March 1.

Pure Oil Appoints H. E. Sibley

H. E. Sibley, formerly general manager of the *Chicago Journal of Commerce*, and, at one time, publisher of the *Gallipolis, Ohio, Tribune*, has been appointed sales promotion director of the Pure Oil Company, Chicago.

Now J. O. Buckeridge & Company

Buckeridge, Costello & Cook, Inc., Detroit advertising agency, has changed its name to J. O. Buckeridge & Company.

Three Companies Organize Unit to Sell Alloy Steels

The Associated Alloy Steel Company, Inc., has been formed by M. T. Lothrop, president of The Timken Roller Bearing Company, Severn P. Ker, president of the Sharon Steel Hoop Company, and H. G. Batchellor, president of the Ludlum Steel Company, for the purpose of selling alloy steels produced by the three companies. Mr. Batchellor is president of the new company. David B. Carson, formerly sales manager of the development division of the Central Alloy Steel Company, is vice-president and treasurer and will be in active charge.

V. C. Beardsley Joins Miner Agency

Vernon C. Beardsley, for the last six months with The McCarty Company, Los Angeles advertising agency, has joined The Dan B. Miner Company, advertising agency, also of that city, as an account executive. He was formerly with the *Chicago Herald and Examiner*, and, at one time, was Western advertising manager of *Harper's Magazine*.

Chicago "Herald and Examiner" Appoints R. C. Cornell

R. C. Cornell, for the last three years city editor of the *Chicago Herald and Examiner*, has been appointed director of circulation of that newspaper. He succeeds John M. Schmid, resigned. Mr. Cornell has been with the Hearst organization since 1902 and has served in various capacities on several of its newspapers.

L. H. Butler with Akron Agency

Lester H. Butler, for the last seven years with The B. F. Goodrich Company, Akron Ohio, most recently as advertising manager in the Philadelphia district, has joined the Brown Advertising Agency, also of Akron.

Doremus Advances

L. B. Luscher

Leon B. Luscher, a member of the staff of the Los Angeles office of Doremus & Company, advertising agency, has been made head of the financial advertising department of the Los Angeles office.

Now Harrison-Guthrie, Inc.

The co-partnership of the Harrison-Guthrie Agency, Minneapolis advertising agency, has been dissolved and the business taken over by Harrison-Guthrie, Inc., a Minnesota corporation.

Joins Boston Agency

Walter W. Blanchard, formerly with the Griffith-Stillings Press, Boston, has joined the sales staff of Frank H. Jones, Boston advertising agency.

Bell Telephone Is Spending \$5,000,000



— to keep
pace with
Louisville

● ● ● On April 15th, ground will be broken by the American Telephone & Telegraph Company for the first unit in a \$5,000,000 building program necessitated by Louisville's rapid industrial expansion and population growth in recent years. It must be admitted that public utility growth is a good gauge of market growth.

● ● ● Kentuckiana, consisting of most of Kentucky and 24 Southern Indiana counties, now occupies an important niche in the Hall of American Markets and adequate sales promotion campaigns paralleling its substantial growth are building extraordinary sales volumes for national advertisers.

● ● ● One low cost delivers your sales appeal to the entire market by using

THE COURIER-JOURNAL THE LOUISVILLE TIMES

MEMBERS: 100,000 GROUP OF AMERICAN CITIES

REPRESENTED BY THE BECKWITH SPECIAL AGENCY

AGAIN!

AT THE close of 1929 the *Herald* is far in the lead of all Boston newspapers in total advertising lineage for the year. Figures compiled for the twelve months just closed show the *Herald* to be ahead of the second paper by 1,370,794 lines of advertising, and 3,359,9 lines ahead of the third paper.

The *Herald's* grand total of more than 18,000,000 lines of advertising is by far the greatest ever achieved by any Boston newspaper. It represents a gain of more than 2,000,000 lines over the *Herald's* own remarkable record for 1928 when it led all Boston newspapers by an equally impressive margin. Again, too, the *Herald* leads all Boston papers in national and display advertising, and by a great margin than ever before.

These gains are additional proof of the dominating position held by the *Herald* in the Boston market. The *Herald's* gain in advertising lineage for 1929 of over 2,000,000 lines exceeded the combined gain of the next two papers. The vitality of the market, covered by the *Boston Herald*, is plainly indicated by the continued and unquestioned leadership.

In circulation the *Herald* has also reached its highest peak. The circulation of the morning *Herald* and evening *Traveler* for the year ending December 31, 1929, was the greatest in their history and growing rapidly. This indicates that the *Herald* market—the most important portion of Boston's great population—is continually increasing in size and importance to the advertiser.

BOSTON HERALD

All the figures given refer to "Herald" only. "Traveler" lineage not included.

Advertising representative:
GEORGE A. McDEVITT COMPANY
 250 Park Avenue, New York, N. Y.
 914 Peoples Gas Building, Chicago, Ill.

For
 been
 ing
 tio

HERALD LEADS BOSTON IN ADVERTISING LINEAGE

HERALD 18,257,342 Agate Lines

SECOND PAPER 16,886,548 Agate Lines

THIRD PAPER 14,897,367 Agate Lines

THE GREATEST ADVERTISING LINEAGE GAIN FOR 1929 ANY BOSTON NEWSPAPER

HERALD 2,061,628 Agate Lines

THIRD PAPER
1,246,719 Agate Lines

SECOND PAPER
756,464 Agate Lines

HERALD-TRAVELER

For eight years the Herald-Traveler has been first in national advertising, including all financial, automobile and publication advertising among daily papers.

Lineage figures by
Media Records, Inc.



SELL THE FAMILY.

GRIT is edited to appeal to the entire family. That is the secret of its tremendous popularity in 12,000 Small Towns of America, where family life is still a flourishing institution. The average GRIT family rates 4.63 persons.

A recent survey reveals that over 16% of GRIT family heads are Small Town merchants, manufacturers, professionals; 58% are skilled artisans, salesmen and farm owners—while less than 25% are domestics, clerical or unskilled laborers. Moreover, 71% of GRIT family heads are between twenty and fifty years of age—the active buying period.

These 391,000 GRIT families constitute an eager, responsive market for your product. And the nearest GRIT representative will gladly help you become fully acquainted with it.



Williamsport, Pa.

Advertising Representatives: THE JOHN BUDD CO.

New York — Chicago — St. Louis — Atlanta — Dallas

Portland — Los Angeles — San Francisco

"If it won't pay in GRIT . . . it won't pay anywhere"

Taking the Thesaurus Ring Out of Copy

If "Dependable" Is the Best Word for Your Purpose, Use It

By Ernest S. Green, Jr.

"LET us enucleate your logogriffs." I repeat, "Let us enucleate your logogriffs."

A novel way of saying, "Let us solve your problems." But is it a way that will get over a thought to anyone but professional enucleators of logogriffs? Is it a way that will get over a thought to John Smith? Is it any way at all for a copy man to write?

The absurdity of my opening sentence illustrates an exaggerated specimen of thesaurus copy. The-saurus copy is a literary spinal derangement to which copy writers are subject. It is the result of leaning over backward to avoid triteness.

Upsetting as the idea may seem to many dogmatic individuals, there are times when "Let us solve your problems" is preferable to a substitute. For there are times when artificial substitutes reek with artificiality. When there is no better word to use than "dependable," let us use "dependable." Grudgingly, yes—but unashamedly. Let us use "dependable" in open defiance of the arbitrary proscriptions of copy chiefs.

Triteness, of course, is never a virtue. It is merely less of a toll-taking vice—at times—than the-saurus copy. For thesaurus copy has three attendant dangers. The danger of being too formal. The danger of being too antiquated. And the danger of being too obscure.

The first danger is a common one. It calls to mind the fact that many a good man steps out of his character when he takes pen in hand. A splendid specimen of this genus was held under the microscope by E. B. Weiss in his article, "Stefan Janowitz Makes the Same Old Mistake," in the October 25, 1929, issue of *PRINTERS' INK*.

Stefan Janowitz, you will recall, was a simple German tailor in an

easy-going German district of a great city. It is a safe bet that he never heard the word "thesaurus"—that he never heard of Monsieur Roget or Mr. March. But when he said, "I greatly regret severing the twenty-year relation which I have enjoyed with my customers," Stefan unconsciously provided an excellent example of too-formal thesaurus copy.

"Sorry to say good-bye to my old customers" would have been more in keeping with the man, and in my opinion would have registered more strongly with his somewhat lowbrow trade.

Too-formal thesaurus copy has plenty of perpetrators among more experienced advertising writers than the homespun Stefan. Witness the persistent prevalence of the verb "bespeak," and try to recall ever having heard it in conversation.

The-saurus copy that is too antiquated next claims our attention. Here we have a good example in a recent advertisement which asserts that thus-and-so "brooks no compromise."

The antiquated ring is followed only too often by the reverberating echo of the reader's laughter. I remember several years ago a semi-serious revival of "Fashion," a play of 1845. One of the characters proclaimed, in the heroic manner, "I am not a man, sir, to brook an insult." The response of general hilarity was instantaneous. The verb "brook" dated the line beyond question; would the speech have struck all concerned as humorous if the actor had said, "I am not a man, sir, to put up with an insult"?

We come now to the third class of thesaurus copy, the too-obscure. Here I came across the deepest dyed specimen of all.

I had to blink when I saw this one, before considering and reject-

ing the possibility of a typographical error. I was reading a direct-mail piece setting forth the contents of the Note Book of a certain Great Man, when I found myself suddenly confronted with the staggering information that this remarkable volume contained "orphyic preachments." Orphyic preachments, no less!

"Orphyic preachments," a flesh and blood example, rivals my made-to-order "logogriphs" in obscurity of meaning to the lay reader. And it took a bit of tracking down before a feeble glimmer of light could be brought to bear on the subject. My desk dictionary has no "orphyic" with a little "o," so I had to be guided by "Orphyic" with a big "O." This means, reasonably enough, "Belonging, relating, or similar to Orpheus or his works." "Orpheus" in turn is introduced to us as a "legendary Thracian musician and hero; inventor of the lyre; charmed wild beasts and moved trees by his music."

Now at last we have a clue to it. Charming wild beasts, indeed! Moving trees! A little too much wonder working for any one book to be expected to perform. In this skeptical age, especially.

It is up to the author, in order to avoid the taunt of "destructive critic" to supply a satisfactory substitute for "orphyic preachments." But what if the author, after a session with his dictionary, is still a trifle puzzled?

The too-obsure and the too-antiquated have in common a tendency which is a real advertising liability from a practical standpoint. Both ask entirely too much of the reader. Not only is the poor fellow called on to be a master of current English usage, but also an historian of word values.

If he is like most of us, he will have to do some research of his own, if his original interest does not crack under the strain. For nothing abuses a reader's intellectual hospitality so much as making him look things up.

Thus a vicious circle is completed, since looking things up was the downfall of the copy writer in the first place. And the error was

due to looking things up in a thesaurus, a catalog of synonyms, rather than the dictionary, a source book of clarifying distinctions.

The way to take the thesaurus ring out of copy, however, is not to make a public bonfire of the useful compilations of Messrs. Roget, March *et al.* It is to keep in mind the separate and distinct functions of the thesaurus and the dictionary, and to steer clear of using the one without the other. It is to keep in mind, also, the oft-repeated need for reading the copy out loud.

MacKinnon and Sloman in Distributor Field

A. B. MacKinnon and M. H. Sloman, who have been with the *Cleveland News*, have been appointed Cleveland metropolitan distributors of the Westinghouse refrigerator. Mr. MacKinnon has been national advertising manager of the *News* for eight years while Mr. Sloman has been in charge of furniture advertising. The firm name of the new distributor organization will be Sloman & MacKinnon, of which Mr. MacKinnon will be president.

Campbell-Ewald Adds to Toronto Staff

George W. Hague, formerly sales manager of Battens, Ltd., Toronto, has joined the staff of the Toronto office of Campbell-Ewald, Ltd., advertising agency.

Gordon Wallace and Arthur Jones have also joined that agency as members of the copy and art department.

Victor H. Polachek, Jr., Buys Elizabeth "Times"

The Elizabeth, N. J., *Times* has been purchased from Max L. Simon by Victor H. Polachek, Jr., who is planning to add a Sunday edition to the paper. Mr. Simon purchased the paper last August. Mr. Polachek is a son of Victor Polachek, of the Hearst organization.

Joins Chicago Curled Hair Company

E. W. Williams, formerly advertising and sales promotion manager of the Ford Roofing Products Company, Chicago, has joined the Chicago Curled Hair Company, in a similar capacity.

Death of A. C. Wrigley

A. C. Wrigley, president of the Wrigley Printing Company, Fremont, Ohio, publisher of the *Fremont News*, died recently at that city. He was eighty-one years of age. Mr. Wrigley and his two brothers had owned the *Fremont News* for the last thirty-seven years.

Food Advertising in Los Angeles is Largely Concentrated in The Evening Herald

Very few Food Advertising Campaigns appear in Los Angeles which do not include The Evening Herald prominently in their schedules—in fact most experienced merchandisers concentrate the bulk of their advertising efforts in this predominating Daily.

The Lineage Figures for 1929 as shown by Media Records, Inc., best tell the story.

Total Foodstuffs

THE EVENING HERALD.....1,630,077 lines
Second Paper (Morning & Sunday) 966,545 lines
Third Paper (Morning & Sunday).. 795,759 lines

*Obviously—Any Schedule Designed to
Cover Los Angeles Must Begin With The*

LOS ANGELES EVENING HERALD

Representatives

In New York
HERBERT W. MOLONEY
342 Madison Ave.

In Chicago
JOHN H. LEDERER
Hearst Bldg.

In Detroit
RAY MILLER
General Motors Bldg.

In San Francisco
A. J. NORRIS HILL
Hearst Bldg.

The AKRONARIA

—The area of
Akron's Business Influence

BEING a compendium of useful information about Akron and Akronaria, published E.O.W. as a part of "Printers' Ink" by the Times-Press, of Akron, Ohio.



VOL. II, NO. 4

FEBRUARY 20, 1930

THE TIMES-PRESS

TIMES-PRESS SCOOPS THE NATION

"WHAT happened to Melvin Horst," the mid-west's greatest enigma, was brought closer to solution by a copyrighted story which appeared exclusively in the Akron Times-Press last week.

For more than a year the four-year-old Melvin had been missing mysteriously from his home. Hundreds of "tips" had been run to the ground, and found fruitless, by criminal authorities and

the scores of newspapers interested in the case.

Not until Thursday, February 13, was information uncovered which will almost certainly lead to a definite solution of this mystery. And the information was first given to American newspaper readers thru the columns of the Akron Times-Press.

It is editorial initiative such as this which has brought to readers an appreciation of the Times-Press which can mean but one thing to advertisers, i. e., intense reader-interest,

Akron Times-Press

Detroit - Atlanta - Dallas
San Francisco

NATIONAL ADVERTISING
of The Scripps-Howard News

230 Park Avenue, New York City 19 N. M.

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF THE UNITED STATES

unusual advertising responsiveness.

RESPONSE

LAST month, Evan Williams, Jr., Times-Press Dramatic Editor, listed the 10 best movies of 1929 in the order of their popularity. He then called upon Times-Press readers to submit lists, offering an award to the person submitting the list which most nearly corresponded to his selection.

Returns poured in. More than 11,500 persons—better than 19% of the Times-Press total circulation—were entered in the contest.

Surely here is evidence of reader-interest, interest which includes the advertising columns of the Times-Press, interest which makes your Akron advertising pay its biggest dividends in this newspaper.

BUILDING

CONSTRUCTION activity in 1929 established a new record. Permits issued in 1929 reached \$21,886,309—over \$2,234,114 more than in 1928.

The outlook for this year's building program is even more impressive—a construction program of \$40,000,000 is estimated for 1930-31 period.

A NEW BUSINESS

NEW schedules received by the Times-Press in January, *Life-buoy Soap, Palmolive Soap, Crackles, Bayer's Aspirin, Octagon Soap, Philips Milk of Magnesia, Gold Medal Flour, Fletchers Castoria, White House Coffee, Dr. Caldwell's Syrup of Pepsin, Heinz Ketchup, Danderine.*

A tangible evidence of sensational growth. Outgrowing its quarters in five short years, the Times-Press will move into this new home about June 1, 1930.

**Akron Is Not in the
Cleveland Market
—It Stands Alone**

es-Press

VERTING DEPARTMENT

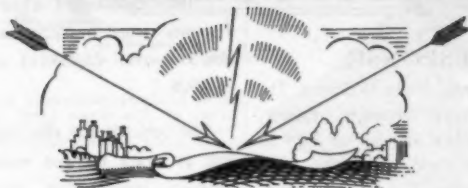
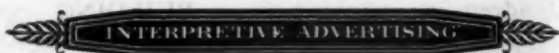
scripps-Hed Newspapers
New York City 9 N. Michigan Ave., Chicago

OF THE UNITED PRESS, AND OF MEDIA RECORDS, INCORPORATED



**A Scripps-
Howard
Newspaper**

Philadelphia - Buffalo
Los Angeles



A MEETING OF MINDS

Every sale is a contract, expressed or implied. And lawyers assert that there cannot be a contract until there has been a meeting of minds.

Contact must precede the contract.

Interpretive direct advertising establishes that contact where easiest, most logical, and most fruitful. It begins at the point of the prospect's own self-interest. From there, it interprets a product or service to him in terms of his own benefit and profit.

It meets his mind—holds his interest—arouses his desire—prompts his action.

Its goal is sales. And it approaches that goal first by meeting with the prospect, then by proceeding along a line which he is already inclined to travel.

Our booklet, *Interpretive Advertising*, will be mailed to executives upon request.

EVANS-WINTER-HEBB *Inc.*

820 Hancock Avenue West, DETROIT

NEW YORK . . 1950 Graybar Building . . Lexington 9113

CHICAGO . . 919 North Michigan Avenue . . Whitehall 7149

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis, Plan, Copy, Design, Art, Photo-Engraving, Letterpress and Offset Printing, Binding, Mailing

One Reason Why We Don't Get On Faster

Business Cannot Afford to Ignore Einstein

By Howard W. Dickinson

QUESTION: What has Einstein to do with advertising, aside from the fact that Einstein needs advertising? **Answer:** Relativity has been the great practical idea of all time, and now Einstein presents a needed focus of that idea.

Einstein has been very poorly sold. He stands personally as a savant of an intellectual stature unattainable to others. Relativity in time and space is a thing which Einstein may have proved, but because only a baker's dozen of men can understand the proof we are not quite sure whether he has proved it or not or what it is which he has proved—so we ask what it is all about anyway with respect to copy for a bicycle merger. We forget that the significance of Einstein goes way beyond the mathematical thing he has tried to prove—goes clear into the theory and practice of your job and mine.

We are all out of luck that Einstein and Relativity are so poorly sold, because there is a big idea in Relativity which applies to sales and advertising. That idea is that all things are in motion and that an understanding of motion, and *how to act about things in motion* involves a comprehension of the relative viewpoints of different people who see that motion from *moving* positions. The "human nature" we need to know about, we regard as fixed instead of moving—and we try to fix our own viewpoints instead of having them in motion. We are out of luck because Relativity means little to us. It should mean much. Those problems are advertising problems. We should study the world from a mental airplane in rapid flight to get our bearings.

We can easily get into a foggy labyrinth on this subject, so let's not. We can at least point out certain sales and advertising phe-

nomena where it is easy to see that the relativity sense has been lacking. Probably every act which profits one at a needless loss to others is due to a lack of relativity sense.

Three Poorly Understood Relativity Situations

(a) Mergers made to avoid competition in an industry which needs competition to give it a more vigorous life. (b) The dealer is moving in one direction at a certain speed, retailer in another direction at another speed, the consumer in still another direction at still another speed. People who write about it all are moving in relatively different directions and with different speeds. And we expect to get fixed and constant data from it all. After centuries of trial, makers, dealers, users still fail to understand each other. (c) No good salesman really knows how he does it—but he thinks he can tell me and when I use his formula I get only 20 per cent success. I may get his formula but relatively it will not work well with me unless I get his speed and direction as well.

As to point (a)—Over zeal to merge is apt to be a symptom of business arterial hardening, unless the merger maker really sees a bigger scope for himself, with perhaps an easier life for the fellow who merges with him. (One of the merged firms is pretty sure to be the dominant part). Mergers reduce the number of good business swimmers who keep on swimming and turn some swimmers into floaters. Relatively, that may be bad for industry.

On the other hand, a business exists first that it shall profit its own people—and if a merger reduces the number of important heads and makes some of them into important helpers, that may be

good for them. We used to have only one chief executive, now we have at least three—chairman of the board, president and chairman of the finance committee—a phenomenon which begins to show an intuitive sense of relativity in the internal economy of a big business. Complicated motions inside a complicated business, effected by the motion of the business itself relatively to things outside of it but important to it. More brains are needed for departmental control, and particularly for sub-departmental activity. We buy the service of an executive for his experience in other relativity conditions and often wonder why we are disappointed in him. Just an ignorance of the esoteric operations of relativity.

As to point (b), Dealer, consumer, manufacturer have been talking to each other, abusing each other, explaining, making love, writing letters, kicking about prices, begging for sympathy, cutting each other's acquaintance, fighting, wooing and getting along after a wasteful fashion for several thousand years. They are surrounded by peace makers who don't make peace. True relativity sense is lacking here. Hundreds of years' effort for effective co-operation have not brought it about. Would-be liaison officers fizzle on their jobs, forgetting that they cannot possibly do their jobs without a competent relativity sense.

"Fat chance to get the dumb dealer to stock my goods unless his customers clamor for them!" says the manufacturer. "What do you want?" says the dealer. "Why should I stock with this till I know it's a mover? See those bottles up there? Full dozen. I've had 'em six months and not sold one. Send me a twelfth of a dozen." "Why do you sell me A's lotion when I ask for B's?" says the consumer, and then probably buys A's, although advertising has hinted to him that he ought to stalk out and accept no substitutes. "Oh, I can't be bothered."

The three factors of trade are none of them educated in relativity. "Relativity is Einstein and Einstein is not understandable." If industry

is important it is most important to educate the consumer. Now we are making a badly spoiled child out of him.

Now and then a shrewd chap says, "If maker and dealer waste their energy by failing to understand each other, I'll both make and deal and avoid that waste." And yet few take that short cut successfully.

As to point (c)—The good salesman practices an understanding of trade relativity whether he can express it out loud or not. He understands that two people going the same speed in the same direction are at rest with respect to each other, so he knows how to make an ally of his competitor. Trade associations and trade institutes recognize this, too, and are making a strong bid for an understanding of relativity.

The executive secretaries of these associations (or whatever the titles may be), should be extremely able men and consequently among the highest paid in their industries. Even during the brief period since these associations began to flourish they have done more toward demonstrating the power and economy to be had by understanding relativity than any other group of men of many times their number. Some associations have rather gummed themselves up, but their average rate of progress is high.

A man who owns \$40,000 can go to France and be a millionaire in francs. I verily believe that industry in France suffers by that fact and that a faulty concept of relativity in thrift and promotion is standing in the way of the industrial growth of that glorious country. France is too long, relatively, in thrift, and too short in promotion.

Yes, Einstein has been very poorly sold. Socrates, Plato, Emerson and William James have been much better sold, but not on the strength of Relativity which was the problem, in one form or another they were all working on.

What has happened because Relativity was not comprehended? War for one thing, ruinous competition for another. Unduly high profits followed by cut-throat de-

Both Everyday Necessities and Expensive Luxuries

find a Ready Market in

ARGENTINA

GLANCE through a copy of LA NACION and you'll find it crowded with all types of display advertising featuring American made products—from toilet articles and foods to cameras, radios, automobiles, etc.

For Argentina is rich and prosperous. Its per capita wealth is exceeded by few other countries. Buenos Aires, the port-of-entry to the Argentine market, is the sixth largest city in the world, as well as the largest city in South America. Annually, it absorbs an increasing quantity of American merchandise and together with the entire country of Argentina ranks as one of the major export outlets for leading American manufacturers. To illustrate: Over 95% of the cars operated in Argentina are of American make.

To sell this market is comparatively simple. One paper, LA NACION of Buenos Aires, reaches that portion of Argentina's population you can cultivate with most profit. This great paper has consistently maintained an emphatic leadership in display advertising. This is natural, as it combines the highest quality with its tremendous circulation.

Editorial and General Offices in
the United States:

W. W. DAVIES

Correspondent and General Representative
383 Madison Ave., New York City

United States Advertising
Representatives:

S. S. HOPPE & CO., Inc.

Times Building, New York City
Telephone: Bryant 6950

LA NACION

of Buenos Aires

Extraordinary Pulling Power—Superior Coverage—Prestige

struction of profits, followed in turn by combinations unfair to the public, followed by trust busting, and so on, all wasteful of private and public wealth.

Our economists tell us that the present system of distribution is by far the most expensive and wasteful thing in industry. It will continue to be so long as manufacturer, dealer and consumer fail to understand the relatively different motions of each other, the normal speeds and directions of each other, the nature of the motion, whether straight, zigzag or curved.

Costs equal the sum of raw material, processing, overhead, distribution expense, promotion.

Prices equal costs plus profits.

One element of costs, namely, "promotion," can insure increased future valuation, can build increased volume. Proper relativity between the different cost items and price offers the clue to profits.

A Zigzag Short Cut

Advertising is the "short cut," but see how we make it zigzag about.

Isn't Relativity a matter of deepest concern to those in the advertising business? If, as our economists claim, distribution expense is the most wasteful thing in industry, then isn't promotion necessarily under-financed, and are not prices too high? If prices are too high, wouldn't reduced distribution costs lower prices and give more power to every promotion nickel, and the short-cut highway of advertising be more traveled? Isn't the question of reduced distribution costs very largely a problem of men of understanding each other?

Einstein, whether we understand him or not, is a symbol to advertising.

We hate to admit it, but when a thing is very important, most of us pass it up because it is hard to understand.

J. R. C. Master Joins Doremus & Company

John R. C. Master, formerly with Wrenn Brothers & Company, New York brokers, has joined the staff of the Philadelphia office of Doremus & Company, advertising agency.

Buy into F. G. Jungblut Company

Allen R. O'Meara, and R. J. Waymel, both formerly of the advertising department of Alfred Decker & Cohn, Inc., Chicago, Society Brand Clothes, have purchased a two-thirds interest in the F. G. Jungblut Company, of that city, electrotypewriter and nickeltypewriter. Associated with them in ownership is Harry L. Middleton, who has been with the Jungblut company for a number of years.

New Jersey Press Association Appoints J. D. Gessford

J. Douglas Gessford, general manager of the Newark Suburban Newspapers, Newark, N. J., and of the Paterson Suburban Newspapers, Paterson, N. J., has been appointed managing director of the Bureau of Circulation Audit of the New Jersey Press Association. Mr. Gessford's duties in this new appointment will be in addition to his suburban newspaper representation.

Made Advertising Manager, Fay & Egan Company

Benjamin F. Faulkner, Jr., formerly director of publicity of The Newport Rolling Mill Company, Newport, Ky., has been appointed advertising manager of the J. A. Fay & Egan Company, Cincinnati, woodworking machinery. He succeeds George Meyerratken, who has resigned to engage in business for himself.

C. J. Balliett Joins Durham, N. C., Agency

Carl J. Balliett has joined Hoyt, Martin & Massey, Inc., Durham, N. C., advertising agency, as vice-president. This agency is a subsidiary of the Chas. W. Hoyt Company, New York.

J. R. Busk to Direct D. L. & W. Coal Advertising

Joseph R. Busk, formerly an account executive with Frank Seaman, Inc., has been appointed advertising manager of The Delaware, Lackawanna & Western Coal Company, New York.

Death of V. H. Power

Victor H. Power, vice-president of the Manufacturers Record Publishing Company, Baltimore, died last week at the age of sixty-one. He had been with the *Manufacturers Record* for the last thirty-seven years.

Advanced by Minor & Son

Charles W. Taft, formerly New England manager of the sales force of P. W. Minor & Son, Inc., Batavia, N. Y., has been made manager of the advertising department of that company.

PUT THE BANKER IN YOUR PICTURE

The JOURNAL is "On the List" of these nationally known accounts and scores of others in the banking and financial field:

"On The List?"

AMERICAN EXPRESS
AMERICAN FOUNDERS GROUP
AMERICAN STAINLESS STEEL
ANACONDA COPPER
BELL TELEPHONE
BURROUGHS
BUSH TERMINAL
CASE CO., J. I.
CELOTEX
CRANE & Co.
DAHLSTROM
HALSEY, STUART & Co.
INDIANA LIMESTONE
INTERNATIONAL HARVESTER
JOHNS-MANVILLE
LA MONTE
LAMSON
MONROE CALCULATOR
NATIONAL CASH REGISTER
REMINGTON RAND
SARGENT & GREENLEAF
SHAW-WALKER
STEWART WARNER
TODD CO.
WILLYS OVERLAND
WINSLOW BOILER
YAWMAN & ERBE

A SENIOR Agency Partner said to us the other day, "We like the *American Bankers Association Journal* and particularly we like the way you sell it. You don't bother us with frequent calls asking if you are on this or that list, but you do tell us a complete story when you believe an account is logical for the Journal, and you have many times definitely shown us where the *Banker* can be helpful to a client."

He's right—we are busy working steadily to make the Journal of constantly increasing interest to its readers realizing that every increase in the degree of reader interest makes it a better publication for advertisers.

Bankers today are directors or directing heads of 50,000 major businesses and they may be reached through the pages of the *Journal* with a definite assurance of your message being read.

Alden B. Baxter, Adv. Mgr.
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Cupit & Birch,
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles

AMERICAN BANKERS Association JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

STRIKING A NEW NOTE

Steadily Gaining Prestige

YEAR by year the annual issue of Iron Trade Review, appropriately known as the Yearbook of Industry, has been gaining prestige as a noteworthy example of the modern trend in business paper publishing. In this process, each annual issue has moved successively higher toward the objectives of greatest effectiveness, completeness and usefulness. The 1930 Yearbook, distributed January 2, is superior in several respects to its predecessors.

Distinctive in Editorial Service

THE editorial pages breathe a true conception of purpose. The text catches and interprets the flow of those events and movements which seem likely to have fundamental influence upon the course of steel and allied industries.

THE fact-finding and compilation service rendered by the Yearbook, represented by those studies original with Iron Trade Review, such as Finished Steel Distribution, Alloy Steel Distribution, Per Capita Iron and Steel Consumption, World Iron and Steel Production, etc., were never more completely accomplished.

SUBSTANTIALLY 98 per cent of the steel production of the country reported to Iron Trade Review its distribution of finished steel in 1929 in the special detail requested. This remarkable job in itself justifies editorially the entire Yearbook in terms of its contribution to general knowledge.

THE historical side of the Yearbook embodied in the market reviews, price records for 35 years, chronologies, miscellaneous statistics and analyses of engineering progress adds accumulative weight toward making the 1930 issue a veritable encyclopedia of fact and interpretation.

Advertising Is \$100,000 Undertaking

AS an advertising proposition, the Yearbook outranks all previous issues in value of space carried. It is a \$100,000 undertaking, if the cost of both space and copy is considered. This fact lifts it to a place among the greatest single issues ever put out by an American business paper.

TE BUSINESS PAPER PUBLISHING

THESE advertising pages are reflective of deeper and more important tendencies. More than ever before advertisers have caught the true picture of the Yearbook as an advertising opportunity. They have harmonized space, copy and presentation on the basis of a higher evaluation of what this opportunity offers.

OF the 335 pages of display advertising, almost 200 are in color. Besides the regular inserts, there are 11 individual inserts ranging from two to eight pages, very diversified as to stock, color, etc., and all prepared with great care. The front cover is a four-color reproduction of a painting specially produced for the purpose.

THIS denotes an increased understanding and appreciation of Iron Trade Review as an advertising medium. The advertising pages clearly illustrate the trend among first-line American business publications toward the use of more adequate space, more appropriate copy and more effective presentation.

THE placing of industrial advertising grows more discriminating as the appreciation of its potentialities becomes more widespread, and the inherent strength of Iron Trade Review is amply proved by the advertising pages of the Yearbook, and each succeeding weekly issue.

*Copies of the Yearbook issue
are still available to those
especially interested.*

IRON TRADE REVIEW

A. B. P.

A Penton Publication

A. B. C.

CLEVELAND

New York Pittsburg Chicago San Francisco

DRY GOODS ECONOMIST

Dominates in the Field of

**DEPARTMENT and
DRY GOODS STORES**

Thousands of department and dry goods stores throughout the United States have learned to lean on Dry Goods Economist for counsel in the operation of their businesses. Each week the buyers, merchandise managers, general managers, and heads of advertising, display and personnel departments read the Economist for style guidance, success stories of the trade and general editorial information.

The Economist is the accepted editorial authority in its field. It has earned that distinction by being first with the new trends and always accurate in its statements.

Such close interest in, and dependence on the Economist makes it an ideal advertising medium for all those who are concerned with marketing their merchandise to the department and dry goods stores of the country.

DRY GOODS ECONOMIST



A Unit of the United Business Publishers, Inc.

239 W. 39th Street, New York City

Sales Managers Need More Time for Thinking

Many of Them Are Suffering from Misapplied Conscientiousness

By A. H. Deute

General Manager, The Billings & Spencer Company

AN advertising agency head was gossiping with me about a sales manager acquaintance of ours who had lost his job.

"You can take it from me," he said, "that he lost out because of a quite common though generally unrecognized disease. He was suffering from a bad case of misapplied conscientiousness!"

"He took each little day-to-day detail so much to heart, was so thoroughly concerned and upset when something went wrong in his department, was so anxious from day to day to make good for his house that he handicapped himself physically. He kept himself in a fuss and flurry. And through trying to do and actually doing a lot more than anybody had a right to expect of him he actually missed out on many of the bigger ends of his job. In short, he was so conscientious about the little everyday details that he did not have time to think of the broader aspects of his job. And so he lost out."

The same might be said of a great many sales managers. This explanation answered a question I have often asked myself about a very charming acquaintance of mine who has made splendid headway in his job but who has not at any time, to the best of my knowledge, ever put in a really heavy day's work or made a single original suggestion. He represents the other extreme.

This chap is naturally gracious and pleasant. He radiates ease,

restraint and confidence. Men under him like to sit down with him and discuss their ideas for the welfare of the business. And he listens well, with a sense of appreciation. Men who rank over him like to unburden themselves to him. And they find that he is often ready with a suggestion which he can pass on from an inferior. He does not steal the other

man's credit or glory. On the contrary, he passes it on. He is unconsciously a clearing house. Plainly, he has his mind and body free for developing the larger aspects of the company's welfare. He is, therefore, a more valuable man than the chap who took his responsibilities so much more seriously, worked himself to the edge of a nervous collapse and then lost his job

through misapplied conscientiousness.

A leading sporting goods dealer in St. Louis told me last week that he didn't hire football players to sell his football supplies or fishermen to sell his fishing tackle. The trouble with them, he pointed out, is that they are more interested in talking football and fishing than they are in selling supplies. For the same reason, he often wonders, so he told me, if a sales manager should be a real salesman himself, or simply a man who can organize sales work and see that the men he hires carry out the job.

This brings to mind a certain official in charge of sales of a big New York company. He is highly

THE very nature of a sales manager's job makes it easy for him to get into a detail rut. He can keep busy all night and day with the everyday problems which he and his men face. As a result he often doesn't take the time that he should for "thinking" — planning for the future. Misapplied conscientiousness, Mr. Deute calls it. His article should make many a sales manager analyze his job to see if he is working hard, but actually not doing the kind of work he should be doing.

successful at the job. He said to me once: "You wouldn't hunt up a horse to take charge of a barn full of trucking horses. You'd get a man who can size up horses. The man you got to attend to your horses wouldn't be able to pull as much as the puniest horse. That wouldn't be what you hired him for. My job isn't to sell goods. It's to provide jobs for a certain number of salesmen and find men to do those jobs."

As a matter of fact, he did, at one time, decide to make a few calls on some jobbers when he happened to be on a trip. They were to be purely informal calls. But the first jobber he called on ran true to form and accepted the opportunity to talk a little business. He felt that here was an unusual chance to talk to the big boss himself. The jobber was slightly emphatic in his statements and suggestions. The man in charge of sales became so disconcerted that then and there he brought the call to a close and made no more calls on that trip.

This official has always plenty of time to study sales possibilities and market situations in all parts of the country. He is not hampered with a mass of annoying detail and voluminous correspondence. He is free to plan the work of his department and sufficiently detached to see that the work is properly done.

I had a certain sales manager in mind when I was collecting material for this article and I went to see him. "Say," I said, "don't you think you'd do your house more good if you got rid of all your detail work—passed the routing of your men, the approving of expense accounts, all the mass of minor correspondence on to two or three junior executives? For \$1,000 a month you could shift the whole lot of it and leave yourself free to do some genuinely constructive work. The way you're working, you're so close to day-to-day detail you'll run into a storm before you know it."

"I guess you're right," he agreed "but it's one thing to know what one ought to do and another to go and do it just that way. I'm not

alone. Most of the sales managers I know are up to their ears and eyes in work. We've always got to get more business than we can possibly get. We've got to whittle expenses down inside of a budget which is always bulging at all sides and corners. Some day I expect to get our volume up and our selling cost down to the point where I can invest in some of those men you mention and I honestly believe it will prove a good investment for the house. But if I were to suggest something like that to the boss this year, he'd develop tantrums. This isn't a year when we can afford to spend a single cent we can avoid spending. It is all fine to look into the future, but you pay bills with immediate earnings and immediate earnings depend upon sales made right now and expenses kept down right now."

Most Sales Managers Overworked

This is a very real and immediate problem which the 1930 sales manager must meet. Most sales managers are undoubtedly overworked. They are, as a group, a highly conscientious body of men. When one analyzes them, the outstanding qualities are enthusiasm, earnestness and a sincere desire to make good for the house and for the line. Outwardly there is expressed optimism. Drill down a little below the surface, though, and all too often one finds indications of a worried, harassed interior.

The management wants greater volume. The salesmen want more money. Traveling expenses are too high as it is. Jobbers want longer discounts to enable them to buy business from their competitors. Chain stores want advertising allowances before they will "co-operate." All these things cost money. The cost to sell climbs. And yet profits must be maintained. The immediate job is to make a showing for this month and next month, regardless of what may be good policy over a period of five years. The management is thinking of the future but it is living in the present because the head of the company has to go before his directors each



THE NEWSPAPER INDEX

A newspaper's advertising lineage is a true index to market importance. Advertising appropriations follow sales records, be they local or national.

The importance of the Oakland Market is demonstrated by the fact that the OAKLAND TRIBUNE in 1929 led all Western evening newspapers by millions of lines, and has done so for many years.

Advertisers do not continue to spend money unless they get results. Surely this record is proof of the importance of Oakland as a market, and the TRIBUNE as the advertising medium to cover this field.

Oakland Tribune

OAKLAND, CALIFORNIA

(Oakland's Only Locally Owned, Controlled and Edited Newspaper)

National Representatives

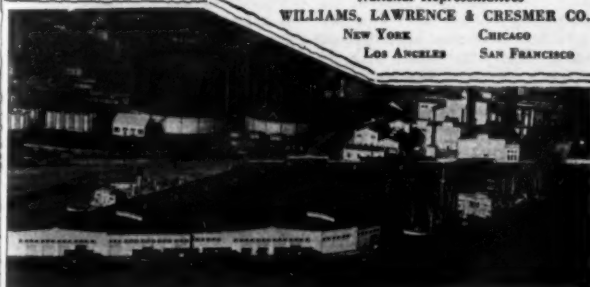
WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



month and produce a statement. And those directors want to see profits. Stockholders want dividends right now. And so while the sales manager realizes the need of properly organizing for the future, his first responsibility is to get enough volume now at a low enough selling cost to show a profit this month.

And so you have your conscientious sales manager realizing the future needs of the company but thinking first of all of the month in which he is working. He can't go to his management at the end of the year and say: "Well, we didn't make any money this year, but I laid some nice foundations for the future." The head of the company would come back and say: "That may be nice for the other fellow, but I can't keep my stockholders and directors satisfied with a talk about nice foundations. What they want are dividends!"

It is the immediate need of the moment that sways the mass of sales managers. They are a conscientious group, but may we not say that often it is a case of misapplied conscientiousness? How fair is their position and their attitude?

Are improperly organized sales departments giving the house a square deal? Are overworked, unduly harassed sales managers unconsciously misleading the management and the company? Are too many sales managers working so hard to keep expenses down that they are missing out on the broader aspects of sales management?

Recently I read a very fine letter which a sales manager sent to his men. The letter dealt with the importance of a salesman laying out his work properly—analyzing his territory and its possibilities—getting a better idea of the salient facts and figures—organizing his job. I complimented the writer on his very excellent letter and suggested that more such letters would be sure to help his men.

"Yes, you're right," he agreed. "But the worst of it is that I've got so many other things to do, working with a short-handed or-

ganization, that it is very seldom I get down to any serious writing."

Now, if his letter wasn't worth \$50 to his house it wasn't worth sending out at all. For half that money he could hire a bright boy who could do much of the minor clerical work this sales manager thinks he has to do himself.

It all brings up the question: "Do sales managers need managing?"

Never before was there such a wealth of material available for the sales manager to use as is available today. Statistics, analyses, facts and figures are available merely for the asking, which not so many years ago could be secured only at great expense and for which one usually had to wait weeks.

I recall that about twelve years ago it cost my company \$400 to get a certain trade report—a comparatively small investigation record. Even then it was deemed sufficiently important to pay the price for it. It took two months to get it. Then it proved to be only superficially accurate.

Today newspapers and magazines, trade papers and trade associations and the advertising agencies which dot the country provide a lavish wealth of highly accurate information.

The big fact to remember, though, is that these data will not work automatically to bring in sales. They are simply the bases for thought and study. Thought and study take time. Still, it is reasonable to assume that the man who is responsible for the sales volume of his company should, in a given number of hours devoted to such thought and study, be able to provide plans and methods which, when put into operation, will make his company more money than could possibly be represented by the dollars-and-cents value of mere office routine and detail work done in the same period.

Appoints Erwin, Wasey

The Dime & Dollar Savings & Loan Association, Seattle, has appointed the office at that city of Erwin, Wasey & Company to direct its advertising account.

TULSA VOTES

A \$6,230,000

BOND ISSUE!

\$6,230,000 for public improvements!

That is the Tulsa of today—one of the richest *and most responsive* market centers in the Southwest. It is proof enough that Tulsa is prosperous and prospering, that it is *continually* going ahead . . . preparing . . . building . . . growing.

Tulsa's actions only reflect those of the 1,234,886 people who live in the Magic Empire—Tulsa's trading territory.

And this great market, so productive, so desirable, so open to the sale of every product, can be reached and *sold* by only *one* newspaper, the

TULSA  DAILY WORLD

"Oklahoma's Greatest Newspaper"



REFLECTING A GREAT PEOPLE

NEW standards of newspaper value are being recognized by advertisers. Today, the circulation total and the line rate do not tell the complete story.

Advertising results are being worked out in order by exhaustive studies of the sales potential of the markets... by searching analyses of newspaper circulation upon this basis that Philadelphia and The Evening Bulletin invite the attention of manufacturers to

TRIBU

today, kn
costs can
use to th
phia offers
lion dolla
out also th
st means
000 peop
New Engl
within eas
unk line r
direction.
phia. And
here - wh
teaches nea

Th

y H

Ne
Ch



Here is a "billion dollar sales" market, comprising 572,600 individual homes.

And a newspaper which is read every day in nearly every home.

The Evening Bulletin has grown deeply into the consciousness of the Philadelphia home.

For almost a generation it has worked to give Philadelphia a newspaper which would reflect this great people.

Using care, accuracy and moderation as the means to their confidence. Seeking to interpret the community of interest in this city of homes.

Building a consumer demand as any fine product would build it — without premium or contest.

For 34 years it has stood the test of worth, of dependability, day after day.

Today, Philadelphia presents a newspaper situation unique in publishing history: One newspaper being read by practically a whole people... 572,600 homes; 555,711 daily net paid circulation of The Evening Bulletin.

A condition that makes for economy and effectiveness in your advertising and sales efforts.

DISTRIBUTION

Today, knows that distribution costs can be cut by getting closer to the consumer. Philadelphia offers not only her billion dollar purchasing but also the quickest and best means of reaching 1,000 people. Her port New England and the within easy reach. Her trunk line railroads spread in every direction. Distributed from Philadelphia. And sell and advertise — where one newspaper reaches nearly every home.

are b
circu
plete
n ad
entia
apen
e Ev
ors

The Evening Bulletin

572-600 HOMES
Hall Square... PHILADELPHIA

New York Office: 347 Park Avenue
Chicago Office: 333 N. Michigan Avenue

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

Bloomington Merchants Are No Santa Clauses They Used 5,742,719 Lines in 1929 (A Gain of 568,486 Lines)

Solely because they knew The Pantagraph influenced practically every buyer in Central Illinois, and that this advertising would bring a profitable return.

One-Paper Coverage Has Developed More Readers, Greater Sales Volume and Lowered Advertising Costs

Many of these merchants have used Pantagraph columns for over 50 years, and are highly appreciative of the advantages that come with a one-paper market.

Surely no group of advertisers can be better judges of a medium. Their cash registers form the basis of their judgment.

Total Linage 1929 — 7,989,033 Lines
(A Gain of 666,919 Lines)

The Daily Pantagraph
BLOOMINGTON, ILL.

Representatives: CHAS. H. EDDY CO., New York, Boston, Chicago

Editor
Grou
tion:
give
vice?
cause
trust a
was gl

In t
free ac
that it
sand-d
a few
the U
did les
000. w
agency
pure l
the su
talk t
million
three-t
him m
his mi
marka
agency
consid
for fi
divisio
vice?

Tha
anothe
distru
the ha
servic
trade-
15 pe
vey b
tor's
an ex
would
mende
would
that
years
still,
has n
ing t
rect
books
canno
15 pe
omme

If
priati
it m
thoug
by c
put i
inter
distr
not c
preca
time
lawy
—an
the
tor l
of la

How Costly Is "Free" Service?

GEO. H. GIBSON CO.

NEW YORK, FEB. 7, 1930.

Editor of PRINTERS' INK:

Groucho asks a rhetorical question: "Can an advertising agency give disinterested advertising advice?" He then appears hurt because his client, "Kastor," did not trust a survey that cost \$3,000 and was given for nothing.

In the first place, who respects free advice? How did Kastor know that it was an honest, three-thousand-dollar survey, and not merely a few figures thrown together from the U. S. census? Also, when he did learn that the survey cost \$3,000, what was he to think? That the agency had spent that much out of pure love for abstract truth; or that the survey was just elaborate sales talk to secure a highly profitable million-dollar campaign? With a three-thousand-dollar survey given him merely in the hope of securing his million-dollar campaign, is it remarkable that Kastor should think agency charges unwarranted, and consider himself justified in asking for free art, a free merchandise division and a free trade-paper service?

That free trade-paper service is another point that might well cause distrust. If Groucho's agency is in the habit of giving free trade-paper service, or even of charging for trade-paper service at the standard 15 per cent rate, how could the survey be disinterested? Suppose Kastor's circumstances had necessitated an extensive trade-paper campaign, would Groucho's agency have recommended a campaign on which they would lose money? I do not doubt that Groucho has given Kastor ten years of straight, square dealing; still, Groucho is human, and if he has not an adequate basis for charging trade-paper advertisements, direct mail, catalogs, salesmen's handbooks (and market surveys!), that cannot be handled profitably on a 15 per cent commission, will he recommend such forms of advertising?

If an agency expects its appropriation advice to be taken seriously, it must first act as though it thought that advice were worth while by charging for it; and it must put itself in a position to give disinterested advice, at least on the distribution of the appropriation, if not on its total amount. With these precautions, agency advice may in time be as much respected as lawyers' advice, or doctors' advice—and no more. Most people like the opinion of more than one doctor before authorizing the removal of large portions of their anatomy.

GEO. H. GIBSON CO.,
GEORGE GIBSON.

OUR readers will agree, we believe, that Groucho and Mr. Gibson are rather closely in accord. Groucho, treating the subject humorously, intimates that he knows the reasons why clients behave as do human beings. And Mr. Gibson, treating the subject seriously, drags the reasons forth into the light of scrutiny.

The two gentlemen will concede, we're sure, that the ideal relationship between client and advertising agency is the relation of partners in a mutual enterprise, and they will further concede that, even under present conditions, there are instances in which that ideal is attained—or, at least, closely approximated. There are instances, too, even today, in which clients do respect the advice of their advertising agencies as highly as they respect the advice of their lawyers or their doctors.

But, as Groucho and Mr. Gibson both point out, there is room for improvement, and improvement, by the way, in the direction that the two professions Mr. Gibson cites—law and medicine—are following. If you drop into a lawyer's office and ask him to draft just a little one-page contract, just a sort of side-line to his legal service to you, he's entirely likely to include the contract in his bill. And if you telephone your physician—and he happens to be of the modern school—and he gives you advice over the wire about what to do for an ear-ache, he, too, will charge you.

For the lawyers and doctors have come to realize that free service in their fields, if it does not discount its own value, discounts the services for which the lawyers and doctors charge, and that the client or patient most likely to complain about the amount of his bill is the one to whom free service has been given the most generously.

An example drafted from experience, and an example in the advertising-publishing field: A certain big advertiser asked four newspapers to give him "free notices." Newspaper A firmly declined. Newspaper B boiled down his hand-out to a half-stick. Newspapers C and D sent their reporters to him for more information and

announcing,

THE LARGEST ACTUAL FARM CIRCULATION EVER ATTAINED BY A MAGAZINE

EACH month for 15 consecutive months the circulation of *The Farm Journal* has reached a new peak for that month. The A. B. C. Statement for December 31, 1929, shows 139,740 more average net paid circulation than for the corresponding period a year ago . . . and a total net paid circulation of 1,544,042.

Of this total, 1,002,581 copies of *The Farm Journal* go each month to farm homes on country highways with actual R. F. D. addresses. This is the greatest R. F. D. coverage ever achieved by any magazine.

Only *The Farm Journal* gives you this national, concentrated rural coverage. A coverage which reaches one of America's greatest markets . . . without waste. *The Farm Journal* belongs on every balanced national list.

THE NATIONAL Farm Journal

Washington Square, PHILADELPHIA

g, **544,042**

Total Net Paid December 31, 1929, Statement

JA is *The Farm Journal Market* — a quality circulation which
 es approximately $\frac{1}{4}$ of the total number of the nation's farm
 VE ilies — a group which has approximately $\frac{1}{3}$ of the national
 farm income.

IN , **002,581**

R. F. D.

mon Farm Homes on Country Highways with R. F. D. Addresses

39,7 is the largest R. F. D. out-in-the-country circulation available in
 respon e national magazine—it is unduplicated circulation—not reached
 ulation urban magazines or by any group of farm periodicals except at
 ravagant cost.

ourn **367,151**
 ys with
 R. F. D.

Other Farm Homes Not Having R. F. D. Addresses

once TH over 1,000,000 R. F. D. circulation, plus these 367,000 families
 one o get their mail in town (not having R. F. D. addresses) *The Farm*
 Far Journal has over 1,367,000 circulation in the strictly rural market —
 h an additional 150,000 or more farm owners or erstwhile farm
 ple in towns and cities above 2500.

L
 n **Journal**
 PH

gave him nearly a column each.

Result: The big advertiser scrutinized the four papers' advertising rates and summed up the matter thus: "I doubt if it will do any good to dicker with Newspaper A, for the rate they're giving me I surmise is rock-bottom. I doubt, too, if I can get anywhere by dickering for a decrease from B—although the chance is better than with A. But C and D I'm certain have both been overcharging me. And now I'll make 'em come across with a cut!"—[Ed. PRINTERS' INK.]

Heads New Publication at Buffalo

State Senator William K. Hickey has been elected president of the *Erie County Republican*, a new weekly paper which will soon be published at Buffalo, N. Y.

Joins Wallach Brothers

Joel Berrall, formerly with O. S. Tyson & Company, Inc., New York advertising agency, has joined the advertising staff of Wallach Brothers, New York.

Frank Wulf Joins Caxton

Frank Wulf, for fifteen years advertising manager of the W. S. Tyler Company, Cleveland, ornamental bronze equipment, has joined the sales staff of the Caxton Company, Cleveland, printing.

"The Southwestern Purchaser" Moves to Houston

The *Southwestern Purchaser* has moved its headquarters from Dallas to Houston, Tex. The Dallas office will be maintained as a branch office.

Appoints Cramer-Krasselt

Badger Paper Mills, Inc., Peshtigo, Wis., manufacturer of bond and ledger paper and kitchen roll waxed paper, has appointed the Cramer-Krasselt company, Milwaukee advertising agency, to direct its advertising account.

Ralph Neave, Jr., with True Romances Group

Ralph Neave, Jr., has joined the advertising selling staff of the True Romances Group, New York.

Appoints Rochester Agency

The Peo Manufacturing Corporation, Rochester, N. Y., has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account. Magazines and newspapers will be used.

Macaroni Advertiser to Extend Campaign

Following a test campaign which has been completed in Los Angeles and Hollywood using newspapers and outdoor advertising, the Superior Macaroni Company, Los Angeles, is planning expansion of the campaign using the same mediums in Southern California. The Los Angeles office of Edwin Bird Wilson, Inc., advertising agency, is directing the campaign.

Propper-McCallum Account with John D. Boyle

The advertising account of the Propper-McCallum Hosiery Company, formed through the merger of the McCallum Hosiery Company, Northampton, Mass., and the Propper Silk Hosiery Mills, Inc., New York, is being handled by John D. Boyle, Inc., New York advertising agency. This agency has been handling the Propper account.

W. A. Joplin with California Agency

W. A. Joplin, for the last two years an account executive with the Hamman-Lesane Company, has joined the California Advertising Agency as manager of its San Francisco office. He formerly conducted an advertising business in the East under his own name.

Roger Conner Again with McBee Binder

Roger Conner, for the last year an account executive with the Campbell-Ewald Company, Detroit advertising agency, has returned to his former position as director of the accounting equipment division of The McBee Binder Company, Athens, Ohio.

Winget-Kickernick Appoints Glen Buck Agency

The Winget-Kickernick Company, Minneapolis, manufacturer of underdresses for women and children, has appointed The Glen Buck Company, Chicago advertising agency, to direct its advertising account. Magazines will be used.

Fairchild Publications Appointment

Miss Rose Estes has been appointed industrial manager of millinery and handbags of the Fairchild Publications, New York. She will take charge of advertising accounts in these fields.

Death of C. T. Hutchinson

Charles T. Hutchinson, president of the McGraw-Hill Company, of California died recently at Oakland, Calif. He had been with the McGraw-Hill company since 1922 and, before that, had been vice-president and general manager of the Dewey Publishing Company.



Whether you make a necklace or a shoe-lace, Emerson is right—"the reward of a thing well done is to have done it"; to have made it the best of its kind. No matter how small the typographic task, we give it the same skill, zeal and care that the big job gets. And—we prove it with proofs.

FREDERIC
NELSON
PHILLIPS

INCORPORATED
TYPOGRAPHERS

WHO PROVE IT WITH PROOFS
228 E. 45th ST., NEW YORK



H. K. McCANN
H. K. McCANN COMPANY



WM. H. JOHNS
BAYTEN, BARTON, DUNSTINE & OSBORN



STANLEY REED
J. WATSON THOMPSON



F. CLAYBERGER, Sec'y, N.O.A.B.
CALKINS & HOLDEN, Inc.



HENRY T. EWALD
CHAIRMAN EXECUTIVE COMMITTEE
CAMPELL-EWALD CO.



FRED J. ROSS, TREAS.
F. J. ROSS CO., Inc.



WM. D. MCJUNKIN, V.P., N.O.A.B.
MCJUNKIN ADV. CO.



L. AMES BROWN



GEORGE C. SHERMAN, PRES.
GEORGE C. SHERMAN CO.

EXECUTIVE COMMITTEE

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit

San Francisco

OUTDOOR ADVERTISING

Through Your Advertising Agency

THE Membership of the National Outdoor Advertising Bureau, Inc., comprises two hundred and thirty-one of the leading advertising agencies, having representation in practically every metropolitan city in the United States.

The Bureau is operated primarily to serve its agency members in their work of buying space for clients, also in the planning, executing and carrying out of all details of Outdoor Advertising. The Bureau is run for the equal benefit of all agency members, without regard to the size of the agency or the volume of outdoor advertising placed. The Bureau is not operated for profit, and having no plant interests its service to its members and clients is unbiased.

All of the officers and directors are advertising agency men selected from the membership.

The general policies, plans of operation, and plans for expansion of service, are under the direct control of the Executive Committee, elected from representative agency members from all parts of the country.

The interests of all agency members guide the actions of the committee. The success of the plan under which the Bureau is operated is reflected in the steady increase in membership and also in the continuous growth of business placed by the Bureau.

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit

San Francisco



This is "OBSERVER CITY"

The More You Know About "Observer City"

The more you will want to
include the Jersey Observer
in your 1930 schedule.

Jersey Observer

Guaranteed larger circulation than that
of any other Hudson County newspaper

A.B.C. 46,529 DAILY

Offices

Hoboken

Jersey City

Union City

National Representatives

GILMAN, NICOLL & RUTHMAN

New York Boston Chicago Detroit San Francisco

W
what
fine
quali
son
must
aroun
gle p
you
En
which
man.
hasn
if he
So
must
he ca
on t
fired
cally
En
foun
son
a wa
natio
warn
avoid
Si
enthu
pecte
when
when
Th
man
uniqu
wing
he is
of d
rabb
sias
Th
stant
sition
be c
thus
favo
Th
mak
Fr
fore
Man

My Salesmen Must Have Enthusiasm

But the Sales Manager Must Supply the Fuel

By Carter D. Poland

President, Poland Soap Works

WE say that a good salesman must have personality. Now, what is personality? I cannot define it, but I can tell you the one quality which is essential if a person is to have personality. He must have enthusiasm. Look around you. Do you know a single person, minus enthusiasm, whom you credit with having personality?

Enthusiasm is the one quality which I will not sacrifice in a salesman. I will not hire him if he hasn't it, and I will fire him quickly if he loses it, and cannot regain it.

Sooner or later the salesman must be fired with enthusiasm. If he cannot be fired with enthusiasm on the job, he will certainly be fired off the job, very enthusiastically.

Enthusiasm is fickle and is founded neither on rhyme nor reason but rises from the conceits of a warmed or over-weening imagination. The sales manager must warm the imagination but seek to avoid the over-weening kind.

Since we do not know whence enthusiasm came, we cannot be expected to understand why or where it goes. But we must know when it leaves.

The mental hazards of the salesman are peculiar and, to an extent, unique. He is soaring high on the wings of success with the eagle, or he is burrowing in the damp ground of despair with the weak-hearted rabbit. The state of his enthusiasm determines his position.

The salesman must work constantly in an atmosphere of opposition and antagonism. He cannot be expected to safeguard his enthusiasm as he could under more favorable circumstances.

The sales manager is the pace-maker of his force. He must be

capable of taking the lead. He should create opportunities to get out into the field to set the pace. Even though he should fail to win, now and then, it will be good for the salesman to have the joke on him.

I have never been able to fire my men with enthusiasm in doing anything which I, myself, do not like to do; nor to sell items which I do not enjoy selling; nor to call on trade which I shun. They want to work as I do; eat the food I eat; sleep in the hotels where I sleep. In fact, generally, I have found salesmen to be about the biggest kind of copy-cats.

Sometimes I wonder if sales managers have a sense of humor and can see their own faults. After my enthusiasm, on one particular job, had been destroyed by the sales manager, he told me he couldn't let me have my way because he knew on which side his bread was buttered. Why couldn't he have told me that in the first place?

I have known sales managers who were afraid to go into the field, fearing they could not do the things they were asking their men to do. How foolish! The salesman derives more satisfaction and enthusiasm from doing something that the boss cannot do than from any other source.

Then I have known many instances of a high-pressure salesman being sent out to work with the regular man. Usually he has some kind of bait in the form of lower prices or a free deal. The new broom sweeps clean, so he cleans up a lot of business. But this is not the kind of selling that the regular man is required to do. If the idea is to stimulate him and fire his enthusiasm, then this method is just about as effective as doping a horse before the race. It puts

From an address made last week before a meeting of the St. Louis Sales Managers Bureau.

the race to the swiftest, so how about the next trip? What will keep the fires of enthusiasm burning then, when those buyers not stocked will probably ask for another free deal?

Fresh selling appeal and simplified methods are the greatest inspirations for renewing enthusiasm and sales efforts.

In selling, anything that smacks of the heavy hand of the efficiency expert is obnoxious to me. I do not believe you can ever blend such work with practicability.

Maybe I am prejudiced, but I do not believe in sales quotas because of their effect in dulling enthusiasm. You cannot drive a salesman with a whip-hand of figures. Salesmen are not mathematicians; they do not understand figures.

Give the average salesman a quota he can make, and when he has made it, he is liable to imitate the hare in his race with the tortoise, and take time off to boast of his accomplishments.

On the other hand—give a man a quota he cannot make and his enthusiasm will be dampened by his failure to make it.

My idea is to get the right sort of men on the sales force and say to them, "There is your territory. We are familiar with the conditions in it. Sell every man, and every dollar's worth you can and you will be paid accordingly. The more you sell the more we make, and it will be our pleasure to divide the extra profits with you."

Say it with cash, not promises! Don't let your efficiency expert figure them out of it. I think I know what I am talking about for I believe I have been figured against. Whether I was is immaterial. I lost my enthusiasm and although I had been on that job for years, I was enthusiastically fired off of it on this account.

In my enthusiasm to get even, I got a job selling a competitive line and my success certainly played hell with that efficiency expert's figures for the territory where I worked.

Enthusiasm is infectious. It is catching. It spreads and creates mutual interest. It makes a colorful person, gains for him an at-

tentive audience and makes sales.

Enthusiasm is a commanding force and will not be denied. True statements, backed by enthusiasm, become powerful, impressive and winning sales features.

I have seen so few children lacking in enthusiasm that I am convinced that it is an inherent characteristic. I have seen so much enthusiasm stamped out of children, I think I understand why there are so many colorless individuals.

There is no poverty so great as to have had and lost. The foot used to an old shoe is more sensitive in a new one. It rarely pays to employ a man at an income less than he has been making. Never mind the condition that brought about the reduction. His standard of living was fixed according to his previous income and he cannot readily bring himself to accept less.

Nothing is so destructive to effort as worry. It is my firm conviction that every honest salesman begins the day hopeful that his work will get results. If he makes a sale or two early in the morning, he is sitting pretty, but if he finds hard sledding, his enthusiasm begins to pale, he throws discretion to the winds, and gives the buyer the works.

"Give him the works," is a poor motto for any salesman. Selling is not an exhibition of strength, nor endurance, in which opponents may profitably engage. Neither is it a mental wrestling match for opposing minds, in which one says, "It is," and draws the reply "It ain't."

Push a buyer with obvious pressure and his last word is liable to be an emphatic "no!"

Enthusiasm can be a menace. It may even be expressed in anger. It is like fire. Fire is the most impelling force in nature. In a sense it is a destructive force but man has learned to divert its fury into usefulness. Fire must be controlled and so must enthusiasm.

The sales manager must supply the fuel for enthusiasm, and is the fireman whose duty it is to see that the fire never burns out, nor gets beyond control. He must tend the drafts and regulate them as needed.

REACHING THE BUYER IS HALF THE SALE



POSTERS APPLIED LIKE WALL PAPER

Major Products Advertised on Criterion Boards

Kinney Shoes
H. J. Heinz Products
Citrus Washing Powder
and Soaps
Old Witch Ammonia
Victor Radio
Cleveland Plain Dealer
Cloverbloom Butter
Borden's Evaporated &
Condensed Milk
Wrigley's Gum
Carnation Milk
Coca-Cola
Hecker's Flour
Red Cross Plasters
Johnson & Johnson
Baby Powder
Sapolio
Camel Cigarettes

IN CRITERION (3-sheet) Service, uniform quality includes "dry-posting." Ordinary posting uses paste on both back and front of paper.

Realizing the care and expense given by national advertisers to the posters they supply us—we apply paste to the back only. The advertisement remains clear and clean.

No. 17 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National
Service of 3-Sheet Neighborhood Posting

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY

Please send us the portfolio advertised in Printers' Ink.

Company Name.....

Address

Attention of

Title.....

B.



There Is a "One Best Way" to Vignette an Illustration

Making the Stop-Off Contour of a Picture Really Mean Something

By W. Livingston Larned

TWENTY years ago, there was a standardized method of vignetting a halftone, and this was to fade the outer edges gradually away, until they disappeared entirely. This was accomplished by means of a spray of white and the retoucher's air-brush, and was the despair of the engraver, who always encountered difficulties when asked to make it print satisfactorily.

Although his plate was perfect, the exigencies of paper, ink and printing all combined to bring about disastrous final results. Not one in fifty of such vignettes appeared as they had been planned by the artist. The delicate vignette collected a mussy fringe, and for newspaper work, it was looked upon as decidedly impractical.

Something had to be done because many halftones there were which called for a "stopping off" process of some kind. Not all of them could be confined in a definite border. The old-style vignette of the melting fringe and edges is now practically obsolete, and a far better scheme has come to take its place.

The newer idea is so to stop-off halftones as to accomplish it crisply, sharply and with clean definition, as opposed to graduating tones, fading to nothingness and white paper. Various experiments, through the last few years, have arrived at several alternatives, none of them completely pleasing.

And now comes the best scheme of all, a decisive and clean-cut system which does far more than merely bob the illustration: The

vignette itself is pictorial. Just what is meant by this? I will explain by designating a clever instance of it, as used in several layouts for Alliance Insurance copy.

Halftones of pleasing home interiors are the featured picture



Goodyear has made the ideal hose for every lawn and garden purpose. The dense, strong, hand-woven hose that money can buy. The new "GRISTLE" "EMERALD COAT" hose. Ask for it by name. It is a triumph in beautiful olive-green, a perfect match for the velvety turf of a great estate or the equally priced lawn of a student house. Unlike money, our time was spared in making it the best word in cover-quality hose—light, flexible, sturdy, good-looking. This is a hose built to withstand a season of service. Its cover is of an especially tough and abrasion-resisting compound; its tube is continuous "chilly, no body, 2-lip" Goodyear "double-double," highest quality con-

struction embodied in high-grade, elastic, long-time scummed rubber. You will know it by its distinctive emerald color, its protective long-wear ribs, and the special label, "Goodyear Emerald Coat." If you want and demand the finest, since because your use for a hour makes investment in extra quality a matter of good business, or from a sheer desire to have the very finest, you will ask for Goodyear "Emerald Coat" hose. Other Goodyear Lawn and Garden Hoses at a quality and price range to suit every need and purse are the world-renowned Goodyear "Wingfoot," Goodyear "Glide," Goodyear "Puncher" and Goodyear "Slim."

Your hardware dealer carries Goodyear Hoses or we can get it for you promptly

GOOD YEAR

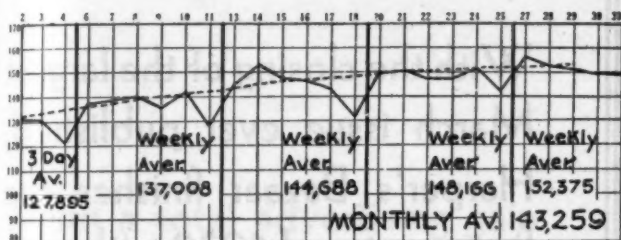
Plain White Paper Is Most Likely to Prove the Most Sensible Vignette Plan

and, as a rule, they run perhaps one-third of the distance down the half-page space. To stop them off in the conventional manner, with an engraver's rule, would be, of course, commonplace.

The vignette, therefore, takes the shape of jagged white flames cut upward into this scene, as if eager to devour it. There is no "soft" nor subtle vignetting and no deli-

JANUARY-

a page in the history of a remarkable newspaper



A CHART of the net paid day-by-day circulation of Chicago's first picture newspaper in the fifth month of its existence.

DAILY ILLUSTRATED TIMES

SAWYER—FERGUSON
Palmolive Building
Chicago

LORENZEN & THOMPSON
19 W. 44th Street
New York City

January and February

With the closing of the largest March issue ever published, Harper's Bazaar finishes the first quarter of 1930 with each issue setting a new advertising record for that month.

HARPER'S

February and March Make New Records

With a total advertising gain in these three months, of 9302 lines, Harper's Bazaar carries its 1929 standard of increase into 1930, proving its standing among advertisers who desire the fashion background.

' B A Z A A R

cate nuances of tone to be handled by the engraver. Nothing can happen in the printed result, either. It is a fool-proof vignette of the most satisfactory type.

From an engraver's point of view, it was necessary only to rout out these whites. His plate stopped at the flames. And the artist's work was equally simple. He painted the flames on the print, in white water-color; the work of a few minutes only.

Here is a new type vignette, then, which "means something" while solving the problem of printable effects. And there are hundreds of applications of this plan, all equally simple as to engraving and art production.

Properly speaking, this handling could not be called a "vignette," save in the sense that the stop-off is not even, but allows for an irregular, fringed edge to the plate.

Handling half-tones from photographs has always been somewhat of a problem, for there are likely to be parts of small importance and deleting them offers obstacles. Merely to square off a halftone or to enclose it in some rigid form, is to invite an uninteresting composition.

This fact has led artists to investigate the possibilities of injected areas of white or gray, which, in some instances, form admirable mortises for captions or display heads.

Every camera negative should be examined with an eye to what is offered in the way of such ingenious vignettes. In a series for motor car headlights, only the fore parts of cars were included in night views, and it was possible to cut the rays from one lamp or

even from two, in such a trick way as to stop-off the plate automatically and with a story atmosphere.

These Pilot-Ray compositions do this most interestingly. An extra light, which can be automatically turned in any direction, is so engineered in the illustrations, that its path of illumination forms the vignette. And here again, the stop-off offers no subtleties of intermediate tone. The artist has painted such sections of the illustration out with white pigment.

The average photograph is susceptible to many interesting vignette ideas. And an excellent method of deciding how to work out the problem is to cover the subject with a piece of tracing paper, and, with a pencil, trace out various compositions and arrangements.

Plain, white paper is likely to prove the sensible "vignette plan." A Goodyear garden hose campaign has demonstrated this

and might well be used as a text series on the subject. A photographer made many studies of the hose, in action, in attractive yards. It was only necessary, now, for the artist so to vignette the prints with white, that the product was forced into the forefront of attention.

It wasn't as difficult as might be supposed. A coil of hose runs down into the foreground, across grass. And it is displayed—poorly, because of lack of proper contrast. The retoucher looks his print over and decides that the introduction of a white concrete path will “do the trick.” He therefore paints in this path, puts an edging to the grass, and allows the coil of hose to be superimposed



what your home furnishings
are worth?

- Start with the living room. Put down the value of:**
- | | |
|------------------|----|
| Beds | \$ |
| Refrigerator | |
| Stove | |
| Washing machine | |
| Chairs | |
| Plasma TV | |
| Phone | |
| Television | |
| Lighting | |
| Tables | |
| Shelving | |
| Decorative items | |
| Plumbing | |
| Pottery | |
| Staircase | |
| Book cases | |
| Closets | |
| Other items | |
| Other items less | |

ASK YOUR
ALLIANCE
Agent

The Artist Has Made This Vignette Actually Mean Something

**The
of**



Natural Gas comes to St. Louis

THE coming of Natural Gas to St. Louis has brought still another industrial advantage to this central manufacturing city of the Mid-West.

Piped directly from the Northern Louisiana Fields through 526 miles of giant mains, this hotter, cheaper fuel is now being utilized in steel and other manufacture, and offers its service to a thousand lines of industry.

Geologists' surveys have established available Natural Gas resources which ensure St. Louis many, many years' supply. One hundred million cubic feet of high-pressure Gas are here to be had daily. A fifty per cent additional expansion is well within the capacity of the system.

Manufacturers in steadily increasing number are turning to Gas Fuel because of its cleanliness, ease of control, and the tremendous saving in labor which it makes possible. The elimination of fuel-storage, the saving of time in obtaining desired temperatures, and the precise and ready maintenance of high degrees of heat over extended periods are among the benefits gained.

St. Louis concentrates powerful advantages for manufacturers... Dependable Natural Gas... The world's greatest coal-fields—guaranteeing continuous low electricity rates. Rail and river transportation unequalled... Materials...

Men... The whole surrounding nation for a market!

St. Louis welcomes new industries. To them it offers much. Facts of practical interest are available to manufacturers. Let us put you in touch with them!

**The Industrial Bureau
of the Industrial Club
of St. Louis**
(505 Locust St.)

Is your market HARD TO LOCATE?

ANALYSIS

One-third of all American manufacturing is embraced in what is termed the metal working industries, the country's greatest industrial classification. The circulation of The Iron Age is divided among the three interdependent groups of this field in the proportions below:

FIRST

Consumers of metals.

(a) Manufacturers who machine, form, cast, fabricate, or otherwise work metals.

(b) Public Service Corporations, Railroad Purchasing Departments (not railroad shops), Federal, State and Municipal Government Offices, Mines, Engineers, etc.

} 63.7%

SECOND

Distributors of machinery, tools, mill and factory supplies, hardware products and metals.

} 12.8%

THIRD

Producers of metals, whether they be ferrous, non-ferrous or alloys.

} 12.6%

For 75 years The Iron Age has been the journal of these three factors of the metal working industry. To the manufacturer whose product is consumed in any one of them, it offers invaluable sales assistance.

**The Complete Journal
of the Whole Metal-Working Industry**

ARE you one of those whose market cannot be classified?

One order goes to the maker of vacuum cleaners, the next to a foundry, another to a truck maker.

And what publication, you may ask, can possibly reach all these various fields?

Yet the answer is easy, for all these apparently different fields are united into one by the *operations they perform*. That is, all these manufacturers, regardless of what they make, use metals, and metal working tools and machines — all are joined by close bonds of similarity of methods, common problems, common objectives.

They are all members of that large family which works with metals—the metal working industry.

This large third of our country's entire industry is and has been for years, the field of The Iron Age. Of its almost exclusively PLANT circulation two-thirds goes to firms of this type, the remainder as indicated in the panel which defines the field. If your product is absorbed by this field, let us show you how The Iron Age can help you sell it.

THE IRON AGE

A unit of UNITED BUSINESS PUBLISHERS, Inc.



Seventy-fifth year

239 West 39th Street

New York City



91%

PLANT
SUBSCRIBERS

across the pure white foreground. In an instant, a commonplace half-tone subject becomes quite adequate and unusual.

Not all of a photograph or even a wash drawing need be used in the final illustration, as turned over to a layout artist. Simplifying the layout may improve the original immeasurably. Just as in the case of the Goodyear hose print, the elimination of 40 per cent of detail made all the difference in the world and provided that cleverness of layout which had been missing.

There are occasions, in a camera composition, where a single, important figure, may be silhouetted against white paper and segregated completely from the remainder of the composition, thus forming two units of interest, with chief attention concentrated on a star performer.

All of these possibilities will never be discovered if someone does not experiment with photographs, in advance. And you need only a brush and white paint. If the first arrangement is not pleasing, the paint can be washed off and another attempted.

Experience teaches that too much of an illustration is included in the space given over to it. The important parts would be larger if the unnecessary fragments could only be censored, through the medium of the wise vignette.

A series of photographs was taken for a heating device, the argument for which was that it provided the warmth of the tropic sun, during cold and dismal days of early spring. But, as they were interiors, they were not particularly bright. They did not visual-

ize, at a glance, the thought of sunshine, that was certain.

But a retoucher made up for this. By vignetting the entire outer edges with white, to suggest the rays of the sun, and splashing these revised prints upon white paper, the immediate suggestion of

brilliant tropic light was achieved. That wasn't difficult, and it transformed hopeless originals into entirely acceptable illustrations, with a novelty contour.

The artist's subject is likewise open to wise pruning and vignetting, and should be experimented with before use.

There may be a dozen different ways of cropping or of stopping-off a half-tone plate, and one will be preferable to the others. For this reason the artist will do well to order a number of photostat reproductions of his subject and clip and cut them, until he arrives at an unusual layout scheme and one which will be distinctive.

It is rather exciting to "play" with these prints, scissoring them here, sil-

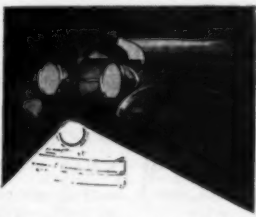
houetting them there, and arriving at so many wholly different combinations. The most commonplace photograph can become thoroughly original in its positioning in the advertisement, when an exceptional layout idea is evolved.

By mounting the print on heavy cardboard, it is possible to lift out any sections desired, provided rubber cement is employed for the purpose. It seldom happens that added retouching is necessary.

Look through industrial magazines and there you will observe the vast difference between the commonplace square halftone, and the subject which has been experi-

This Magical Lamp

AUTOMATICALLY lights scene before you make them. See it today at your dealer's showroom. Or send the coupon.



RECORDS show that you are facing the greatest danger of accident while driving at night. The reason is obvious. As you cannot see curves or corners, your ordinary headlights show off into space, leaving you completely helpless in the dark.

Turn With Wheel

Be sure this danger is largely controlled by the new automatic lamp called Pilot-Ray. One of today's greatest safety innovations.

Pilot-Ray turns automatically with the wheel of your car. It automatically shows the wheels of the car and thus points you to the exact spot where you are going. You drive with confidence. You and your family are really protected.

On the accompanying Pilot-Ray group, you will find full information.

broken glass, nails, snail, hoodlum, etc.

Get Big

In day, night, Pilot-Ray is helpful. See how it shows your headlights, so you know along the ground where they are chosen and there is less reflected glare.

Add Beauty Too

There is only one Pilot-Ray. No other lamp operates on this safety principle. Its other lamp gives you safe and faithful.

If you are buying a new car, you can include the price of Pilot-Ray in your contract. Or you can have your dealer install it on your present car. The brilliant automatic beam of the magical lamp adds beauty to any automobile.

Don't Wait

Remember that NOW is the time to get a Pilot-Ray, or send this coupon for booklet giving complete information.



PILOT-RAY

The Stop-off in This Vignette Offers No Subtleties of Intermediate Tones

ught of
up for
entire
suggest
plashing
a white
stion of
ic light
t. That
ult, and
d hope-
s into
ceptable
with a
ur.
s' sub-
se open
ing and
and
experi-
before

be a
nt ways
or of
a half-
nd one
table to
or this
ist will
order a
otostat
of his
lip and
ntil he
an un-
scheme
ch will
er ex-
" with
scissor-
re, sil-
arriv-
fferent
mmon-
e thori-
tioning
an ex-
lved.
heavy
ft out
d rub-
or the
s that
Y.
maga-
bserve
n the
e, and
experi-

mented with as regards unusual composition vignetting. The latter invariably "stand out" over pages and pages of conventional advertisements.

Novel arrangements can be achieved by surrounding the major portion of a photograph with a square or circular shape, and then allowing some one important portion to project over the confining contour. Figures seated at a table, from a camera study, could be composed in such a manner that the heads are silhouetted against white paper, above the straight line border surrounding the remainder of the composition. Or a standing figure might feature both head and a portion of the legs, outside the frame. There are hundreds of variants of this general scheme, and it is really impressive to discover to what an important extent these unimpressive and conventional halftones can be made novel, in a layout sense.

In the rush of production, the temptation is to overlook work such as this, and to mount a square print, paint a gray band around it, and "let it go."

Plan Outdoor Advertising Sales School at St. Joseph

The first of a series of nine outdoor advertising sales schools in different sections of the country will be conducted by the Outdoor Advertising Association of America at St. Joseph, Mo., March 3, 4 and 5. Representatives of concerns in Missouri, Kansas, Nebraska and Iowa will attend.

Del Monte Coffee in Car Cards

The California Packing Corporation, which uses car-card advertising in various cities of the United States every year, has made a new contract for the advertising of its new product, Del Monte coffee. Plans for the introductory campaign of this product call for the use of car cards in New York, Brooklyn, Chicago, Philadelphia, Detroit, Newark and Jersey City.

New Accounts for Paul A. Florian Agency

The Trackson Company, Milwaukee, manufacturer of Trackson full-crawlers, loaders, cranes and shovels, and the Standard Educational Society, Chicago, publisher, have placed their advertising accounts with Paul A. Florian, Inc., Chicago advertising agency.

Death of Alexander P. Moore

ALEXANDER P. MOORE, publisher of the former Pittsburgh *Leader*, and, since his retirement from the publishing field, prominent in the United States diplomatic service, died at Los Angeles, February 17. At the time of his death Mr. Moore was Ambassador to Poland, having been appointed only recently by President Hoover.

Although his father was financially independent, Mr. Moore started his newspaper work as an office boy on the Pittsburgh *Telegraph*. He later became city editor, managing editor and finally publisher of the *Telegraph*. Mr. Moore also became part owner of this paper and bought into the Pittsburgh *Chronicle Telegraph*. In 1904 he became editor-in-chief, owner and publisher of the Pittsburgh *Leader*. On March 5, 1928, he purchased the New York *Mirror* and the Boston *Advertiser*, tabloid newspapers, from William Randolph Hearst. About this time he also sold the *Leader* to the Pittsburgh *Gazette-Times* and affiliated newspapers. In September, 1928, Mr. Moore sold the *Mirror* to A. J. Kobler.

In March, 1923, Mr. Moore was nominated by President Harding to succeed Cyrus E. Woods as Ambassador to Spain. He resigned this post in 1925. President Coolidge appointed Mr. Moore Ambassador to Peru on March 13, 1928. One of Mr. Moore's outstanding achievements in his diplomatic career was when, in 1929, the long standing dispute between Peru and Chile over the provinces of Tacna and Arica was finally settled. As a reward for his work toward the solution of the forty-six-year-old quarrel, he was decorated by the Peruvian Government with the Order of the Sun, the highest award bestowed by that country. While at his post at Madrid, Mr. Moore did much to improve the business relations between America and Spain.

At the time of his death, Mr. Moore was sixty-three years old.

TIME'S ZODIAC



* A Q U A R I U S *

*the sign of moderation, optimism,
broad humanitarianism.*

BORN UNDER THE FLOWING URN

(Jan. 21. . . . Feb. 20)

- * Newcomb Carlton
- * Hernand Behn
- Robt. Louis Stevenson
- * Edward Cudahy
- William McKinley
- * Trubee Davison
- Ellen Terry

- Abraham Lincoln
- * Gen. W. W. Atterbury
- John Ruskin
- * James Simpson
- Alfred de Musset
- * Franklin Simon
- * Eugene M. Stevens

* Subscriber of
TIME
The Weekly Newsmagazine

*In Community and Resort
Advertising TIME ranked
2nd in 1929:*

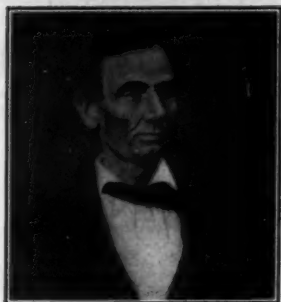
Spur	93 pages
TIME	79 "
Nation's Business	70 "
Town & Country	52 "
Rev. of Reviews	50 "
Literary Digest	40 "
Nat'l Geographic	33 "

And in 1930 TIME will carry
even more of this advertising.

Abra
and A
derec
adver
print
ment

But,
was r
Nine
alive
hone

*First
for ea
Let pr
ater:
eleven



ABRAHAM LINCOLN
... by printer's error



JOHN RUSKIN
cover . . .



ALFRED DE MUSSET
... to cover?

Abraham Lincoln a TIME subscriber? Do John Ruskin and Alfred de Musset read TIME cover-to-cover? So wondered many a Printers' Ink reader last week when TIME's advertisement* appeared with one all-important error; the printer misplaced a few asterisks. (Corrected advertisement is to the left.)

But, like certain famed printers' errors in the past, this one was not without its logic. Had TIME been published in the Nineteenth Century, or were Lincoln, Ruskin, de Musset alive today, they too would doubtless appreciate TIME's honesty, clarity, terseness.

*First of a monthly series, one for each sign of the Zodiac. Let printers misplace no more asterisks in the remaining eleven advertisements.

THREE QUALITY PRINTERS NOW JOIN FORCES



Rogers-Kellogg-Stillson Company

461 Eighth Ave., New York City

affiliated with

The Wilson H. Lee Company, Orange, Conn.

THREE outstanding houses in the printing and lithographic field—Rogers & Company, Andrew H. Kellogg Co. and Stillson Press—now join forces for economy and greater service to advertisers and other users of printing, in and out of New York.

This organization will operate in close conjunction with the large and completely equipped new plant of The Wilson H. Lee Company, on the Boston Post Road at Orange, Conn., and a specialty printing plant in Harrisburg, Pa.

ROGERS & COMPANY, noted for "Rogers quality" printing, began in New York in 1904.

ANDREW H. KELLOGG CO. has been an important source of large printing production and color offset in New York since 1880.

STILLSON PRESS with a reputation in New York for 38 years of fine half-tone and color printing.

THE WILSON H. LEE COMPANY, known in New England for 40 years of excellent printing service.

This consolidation offers to the public and to the customers of the individual companies a greater service and the same personnel heretofore identified with each unit.

De
THE
the
lic dur
in reta
refused
for m
partme
ized, r
growth
as the
the "pu
munity
"A
in his
ers' I
cusses
ment s
viewpo
"It
to me
so chi
from
since
tive p
policy
My re
the m
aversi
is bou
is bec
organ
organ
unders
factur
serves
co-op
At
ganiza
distur
by ch
"rule-
ating
ciples.
zation
contin
memb
staff
old.
I can
sales
tion,

Department Stores Are Not Manufacturers' Sales Agents

They Are Working for Mr. and Mrs. Customer

By Franklin M. Watts

Buyer, The Geo. Innes Co., Wichita, Kans.

THE department store has held the good-will of its buying public during the recent hectic changes in retail distribution because it has refused to become a sales agent for manufacturers. Recently department store executives have realized, more than ever, that future growth of business will come only as the stores more truly become the "purchasing agent of their community."

"A New England Sales Manager" in his article on page 68 in *PRINTERS' INK* of January 9, 1930, discusses the shortcomings of department stores from a manufacturer's viewpoint. He states:

"It has always been surprising to me that department stores are so chilly toward co-operative help from manufacturers, particularly since so many of these co-operative plans are in line with store policy and have been successful. My recent studies convince me that the main reason for this seeming aversion to a type of work which is bound to give stores added profit is because in their emphasis on organization, which today is over-organization, the stores do not understand how to give the manufacturer the co-operation he deserves nor how to accept the co-operation he offers."

At present department store organizations are going through a disturbing transition period caused by changing from the traditional "rule-of-thumb" methods to operating by more nearly scientific principles. Much of the over-organization is the result of this and will continue until the various new members of the department store staff can be co-ordinated with the old. As a department store man, I can see how this New England sales manager arrived at his position, but I do feel that much

of his trouble with department stores has been because he persists in thinking that a department store is a manufacturer's sales agent, rather than because of the recent enlarging of department store organization.

The number of department stores that will permit the use of their facilities for the promotion of a particular manufacturer's products to the exclusion of others is in the strict minority. The number of manufacturers' demonstrators are few because stores feel that they lose in the eyes of their customers by not being unbiased in the recommendation of products. The same reasoning is used in the policy of not promoting over the store name much of the "boiler plate" copy paid in part or full by manufacturers. The same reasoning holds in the position many take in promoting private brands. Possibly if the larger departments of the store did the majority of their business in lines where brand names carry much customer acceptance the attitude would be different. Even then it is somewhat doubtful if the department store would consider it an expedient policy to co-operate in promoting particular brands of merchandise.

Value of Customer Confidence

Customer confidence is the most valuable asset of the department store. Every year the department stores stand the tremendous expense of returns and allowances which run in the better stores to 10 per cent and more of sales. By continuing to promote the store and its policies rather than any particular products their position can be maintained. Department store executives feel that if they were to forsake this policy for one of promoting the brands and good-

will of others much of this work of years would be destroyed.

In his article the sales manager cites an instance of a lack of co-operation that he felt was bad ethics. It was agreed, by a Southern department store, to permit a week's demonstration. In return for a large order and co-operation in display and advertising the manufacturer agreed to furnish a good exhibit and a demonstrator. The store purchased the merchandise. When the demonstrator arrived on the scheduled date she found that a store-wide event was under way and that she was placed on the third floor instead of the first. By the middle of the week she secured window space and advertising. It was not a satisfactory demonstration. Both lost money. The sales manager says that the store should have gone through with the full demonstration even at the expense of its store sale.

The buyer may have been at fault for scheduling both for the same week; however, the demonstrator did show her wares even if not in the best position in the store. To the store the demonstration was a small incident, even if it wasn't for the manufacturer. Permanent sales volume cannot be built through persistent use of demonstrations. This may account for some of the chilliness of department stores toward manufacturers' co-operative measures. They realize that they must not often work against their self-interest.

The sales manager asks the solution. He gives it in a statement in the same article: "If department stores did not represent such a profitable outlet I believe that many of us would cut them off our books immediately."

Department stores must continue to serve their trade. Their buyers are eagerly looking for newer and better merchandise. They will continue to stock any articles which satisfy their trade and make profits for their store. It is often stated that we department store buyers are discourteous oftentimes to salesmen; however, every large department store and most small stores have a rule that "every

buyer must grant every salesman that calls an interview." Show us your products, gentlemen, but please don't ask us to become your sales agent. We are working for Mr. and Mrs. Customer.

Car Maintenance Campaign Has Final Approval

The board of directors of the Motor and Equipment Association, Chicago, has voted final approval of a \$100,000 co-operative national advertising campaign, following favorable action by members of the organization at its convention last fall. The campaign will be addressed principally to the public, but to the trade as well; it will emphasize the importance of protecting the motor car investment by systematic maintenance. "Care Will Save Your Car" will be the slogan featured.

The co-operative plan involves participation of manufacturers, jobbers and dealers. Manufacturer members of the association will underwrite the fund and contribute a portion of it. Jobber members will solicit co-operation of 10,000 selected dealers as their contribution. Associate memberships will be sold these dealers at \$10 each, which will permit them to use the official emblem of the association and local advertising material to tie in with the national advertising.

Erwin, Wasey & Company, advertising agency, have been appointed to direct the campaign, which will start in March or April. Magazines and business publications will be used.

E. T. T. Williams, Vice-President, Redfield-Coupe

Edward T. T. Williams, who has been head of Edward T. T. Williams & Associates, New York advertising agency, has joined Redfield-Coupe, Inc., advertising agency, also of New York, as a member of the firm and vice-president.

E. L. Werner Advanced by Swift & Company

E. L. Werner, for the last four years a member of the advertising department of Swift & Company, Chicago packers, has been placed in charge of media for that company.

L. E. Baird, Jr., with Chicago Elevated Advertising

Leslie E. Baird, Jr., formerly advertising manager of Classroom Teacher, Inc., Chicago book publisher, has joined the Chicago Elevated Advertising Company, of that city.

Appoints Marjorie Signer, Inc.

The Mallory Hat Company, Danbury, Conn., has appointed Marjorie Signer, Inc., New York advertising agency, to handle the advertising of its women's hats.

Getting difficult

There a of men

Factory interest

Indust and pla

With a 3.8 per

the bac produc

IN E

PUBL

M



If You Had Enough Salesmen To Reach Them All—

Getting orders from large plants through personal selling is a long and difficult selling job. But the rewards to be gained are decidedly worth while. There are two publications through which you can reach the primary groups of men influencing purchases of equipment, materials and services.

Factory and Industrial Management carries your sales story to men primarily interested in production and plant management.

Industrial Engineering reaches men responsible for all phases of equipment and plant maintenance.

With an average of 5.3 individuals influencing purchases in large plants and 3.8 persons for medium sized and small plants, your salesmen obviously need the backing you can give them by advertising directly to men responsible for production and maintenance in manufacturing plants of all industries.

A.B.C. A.B.P.



PUBLISHED BY MCGRAW-HILL PUBLISHING CO., INC., CHICAGO

ECONOMICAL COVERAGE OF PROGRESSIVE
MANUFACTURING PLANTS IN ALL INDUSTRIES

Prices in Chain Stores and Elsewhere

DELANE BROWN, INC.
BALTIMORE, MD.

Editor of PRINTERS' INK:

Can you tell me where I could get any reliable information giving actual comparisons of prices quoted by chain stores and independent dealers on the same merchandise?

I seem to recall that two or three years ago PRINTERS' INK published an article by a former executive of the Atlantic & Pacific Tea Company organization, in which he stated that while their prices on certain nationally advertised leaders were lower than the independent's, the general average of their prices was about 5 per cent higher than the independents.

If you could put me in touch with any information, trade surveys or published articles on this subject, it would be much appreciated.

GEO. DUGAN.
President.

THE reference here, we think, was to a quotation from a comparison of prices of fifty nationally advertised products in chain and individually owned grocery stores in ten neighborhoods of New York City as compiled by Dr. R. S. Alexander, assistant professor of marketing, School of Business, Columbia University.

These findings have been published in a pamphlet entitled, "A Study in Retail Grocery Prices," published by the New York Journal of Commerce.

In this book a table is given for all the products included in the survey as follows: Average price in independent stores, 14.30 cents; in chain stores, 14.99 cents; in all stores, 14.54 cents.

This indicates that in chain stores the average price on these products was 4.6 cents on the dollar higher than in the independent stores. However, it is pointed out that in a comparison of average percentages the chain stores have an advantage of 2.64 per cent over the independents. Dr. Alexander stresses the point that the results were "true only of the stores covered in the survey and for the articles on which prices were obtained," and that generalized con-

clusions should not be drawn without considering all the conditions of the survey.—[Ed. PRINTERS' INK.]

A. D. Geoghegan Heads Wesson Oil

A. D. Geoghegan is president of the Wesson Oil & Snowdrift Company, New Orleans. It was previously reported, in error, that J. D. O'Keefe had been elected president. Mr. O'Keefe, who is president of the Whitney Bank, was elected to the board of directors of the Wesson Oil company.

Chicago Agencies Merge

The Duke Hutchinson Advertising Agency and The F. W. Bond Company, advertising agency, both of Chicago, have been consolidated under the name of the latter concern. Mr. Hutchinson, formerly president of the agency bearing his name, has been made vice-president of the Bond company.

H. H. Balkin Heads Master Service, Inc.

Harry H. Balkin is now president and sole owner of Master Service, Inc., New York, sales service. Albert M. Bloom, formerly president, is now acting as special sales supervisor throughout the South.

Gypsy Dye Account to Heath-Seehoff

Gypsy Dyes, Inc., Chicago, maker of Gypsy dyes and art materials, has appointed Heath-Seehoff, Inc., advertising agency of that city, to direct its advertising account.

Earnshaw-Young Appoints Ray Morgan

Ray Morgan, former advertising manager of the MacMillan Petroleum Corporation, is now account executive for Earnshaw-Young, Inc., Los Angeles advertising agency.

Death of J. C. Wilmarth

J. C. Wilmarth, formerly general manager of the El Paso, Texas, Herald, died recently at that city. He had been business manager of the Herald for twenty years until 1922, when he disposed of his interest in that paper and retired from active business.

M. S. Mandell to Manage Parfums D'Ouchy Sales

M. S. Mandell, for the last ten years a sales representative with the Vadaco Sales Corporation, New York, Vivaudon products, has been appointed sales manager of Parfums D'Ouchy, Inc., also of that city.



To a
national advertiser
who faces the
problem of
SUBSTITUTION★

TRADE MARK SERVICE as developed by the Bell System is now being used by large producers to help solve many merchandising problems — including several forms of substitution.

Certain dealers may be using your good name and product to attract business, thus trading on your national advertising — then encouraging purchase of competing brands.

Substitution may occur simply because consumers go to their regular dealers, who perhaps do not carry your product but are always ready to suggest "something just as good."

Some dealers who may or may not handle your line are servicing it with parts not made or guaranteed by you.

Trade Mark Service, now available through classified telephone directories, minimizes the substitution evil by directing consumers to your authorized dealers . . . by encouraging all dealers to carry adequate stocks . . . by bringing to the right dealer the full returns from your national advertising.

This service gives you better control of all factors, down to the final step in selling . . . dealer-customer contact.

★(ASK FOR THIS CONFIDENTIAL REPORT)

Trade Mark Service Manager, American Telephone and Telegraph Company
195 Broadway, New York, N. Y.

A-1

Dear Sir: We would be interested in your analysis of certain of our marketing problems and in a report showing the possible application of Trade Mark Service to their solution. Please telephone for an appointment. This request places us under no obligation whatever.

Company _____

Address _____

By _____

"WHERE TO BUY IT"



An additional service in classified telephone directories — bridging the gap between advertising and selling



EDWIN BIRD WILSON, Inc.

ANNOUNCE the appointment of

HAROLD B. PICKERING

as Manager of their

INDUSTRIAL DIVISION

MR. PICKERING has had many years' experience in the planning and execution of industrial advertising and selling campaigns. Through his department the services of well-known marketing experts will be made available to clients.

This offers a limited number of industrial advertisers an opportunity to increase the effectiveness of their sales effort as well as their advertising dollars.

EDWIN BIRD WILSON, Inc.

ADVERTISING . . . MARKETING COUNSEL

9 HANOVER STREET - - NEW YORK CITY

ALSO AT CHICAGO...ATLANTA...LOS ANGELES

CHARTER MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Go

UNIO

join

out-and

enger

directly

revenue

the pr

For se

general

competi

aging

without

on the

In fac

that th

railroad

made r

cidenta

ing job

actual

the wa

ness fo

petitor

Since

speed

have

mercha

there i

outbre

line co

stanc

campe

System

lines

Prefer

of this

tomob

minute

illustr

Inter

course

use th

copy.

recent

scribe

issue

three

ning

of th

well i

High

"Trav

tainly

there

An

West have learned that the comforts of Union Pacific trains enable you to arrive fresh and prepared for the full enjoyment of the West's breath-taking beauty, and with added days to enjoy its wonders."

Another variation says: "For a Bigger and Better Vacation—Go West by Train. See the West in the clean, restful way that Union Pacific provides. Accommodations and dining car luxuries second to none—and it gets you to your chosen vacation land with more days to spend enjoying the scenic beauty of the West: you arrive fresh and in condition to enjoy them to the full. The Union Pacific serves fifteen National Parks and more of the scenic West than any other railroad."

Note some of those arguments—"in the clean, restful way," "with more days to spend," "you arrive fresh and in condition." There is little doubt as to who is on the other end of those phrases.

And listen to these, extracted from the rest of the copy: "Largest fleet of trains to California—eight daily including such famous trains as Overland Limited and Los Angeles Limited," "Frequent and convenient departures from Chicago, St. Louis, etc.," "Reduced fare all summer to California, Grand Canyon, Yellowstone, etc."

This railroad is out to sell everything it's got—crack trains, equipment, speed, price, comfort, scenic beauty. It is merchandising the particular advantages that are characteristic of its particular service.

This frank, go-by-train talk ought to be particularly effective now that some of the novelty has worn off the long motor trip idea. For the traveling public, long distance motoring no longer holds quite the thrills it once did. Hence, many people are susceptible to arguments in favor of other transportation means. Motoring, for an ever-widening group, is moving gradually from the luxury to the necessity class. In other words, as travelers, this group furnishes a market ripe to be reached by such appeals as those

of speed, comfort, right price and even style.

And this ever-widening circle of individuals who are definitely house-broken to motor cars, it seems logical to believe, is one of the really important factors pointing to the conclusion that railroad passenger business, for those who go aggressively after it, is far from being doomed to eternal, unavoidable decline. I speak principally, of course, of the long-haul business. The short-haul problem is another matter, except in metropolitan areas where highway traffic is heavy.

Aaron S. Bloom Starts Own Business

Aaron S. Bloom has started an advertising business at Boston under his own name. His former connections include the World Radio Corporation, Magno Manufacturing Company and the Ace Advertising Corporation.

Frank Van Dane with Illuminating Company

Frank Van Dane, for six years with the advertising department of the Perfection Stove Company, Cleveland, has joined the advertising department of the Illuminating Company of that city.

American Chicle Net Profits Show Increase

Net profits of the American Chicle Company for 1929 amounted to \$2,381,769, after provision for all expenses except income taxes. This compares with a net profit of \$2,032,372, for 1928.

Appoints

Elwood J. Robinson, Jr.

Weeden & Company, San Francisco and Los Angeles, bond house, have appointed Elwood J. Robinson, Jr., financial advertising agency of Los Angeles, to direct their advertising account.

Fitzgerald Agency Opens New York Office

The Fitzgerald Advertising Agency, Inc., New Orleans, has opened a branch office at New York.

Merritt Lum Leaves Montgomery Ward

Merritt Lum has resigned as assistant general manager of chain stores of Montgomery Ward & Company, Chicago.

Feb. 20,

Wh

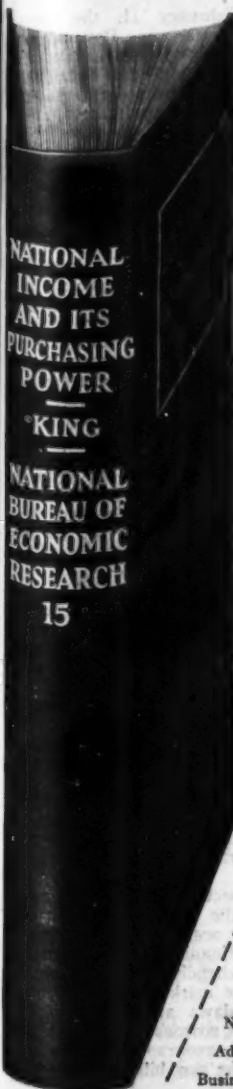
V

NATIO
INCO
AND
PURCH
POV
—KI—
NATIO
BUREA
ECON
RESE

15

Where Does Money Come From?

Who Is Earning It—And How?



Every business executive, advertising and merchandising man; every statistician, research worker, economist and student will find valuable information in this new book—just out!

Here are up-to-the-minute tables, charts, graphs and text analyzing our American scene. Here our \$23,000,000,000 increase in income during the last 10 years is carefully examined and enlightening conclusions drawn.

"The National Income and Its Purchasing Power"

This, the third study on the "National Income," has been recognized as "news" by hundreds of newspapers, and accepted by many eminent authorities and our own directors as an authentic, accurate report.

It answers questions regarding population and income—helps to solve many marketing, buying and selling problems.

An Official Publication of the National Bureau of Economic Research

Every business executive who seeks to analyze his market should send for and examine this book; 400 pages; 133 tables; 60 charts; large type; library size (6x9) —Price \$5.

ON APPROVAL

We desire only those who are assured of the value of this new report to possess it—and pay for it. Therefore, we wish you first to examine the book, then remit for it if satisfied. Please use this convenient coupon.

National Bureau of Economic Research
51 Madison Ave., New York City, N. Y.

Please mail to me, postpaid, "The National Income and Its Purchasing Power," for free examination. Within 7 days I will return the book or remit purchase price of \$5.

Name.....

Address.....

Business Connection.....

Good Copy

**employs both
telescope and
microscope.**

**It plans for the
future while
taking care of
i m m e d i a t e
needs.**

**HAWLEY
ADVERTISING
COMPANY
Inc.
95 MADISON AVE.
NEW YORK CITY**

New Trade- Mark Bill Favorably Reported

ON February 11, the House Committee on Patents submitted to the House a favorable report on the Vestal Bill (H.R. 2828), a bill designed for the protection of trade-marks. According to the committee, the bill is designed to incorporate into a single act, the various trade-mark acts now on the books. It is also intended to remove defects and inconsistencies in the trade-mark laws.

This bill has had a long and stormy career—almost as long and stormy, in fact, as that of the Capper-Kelly resale price maintenance bill which was also reported out of committee a few weeks ago. As long ago as 1926, the act was known as the Vestal-Ernst Bill. At that time, the Association of National Advertisers expressed itself as being opposed to the proposed legislation. The bill also met with some opposition from certain sections of the legal fraternity, although it had the approval of the American Bar Association.

Because of this opposition, the bill has undergone a number of revisions. It has been reported out of committee before but never actually reached the floor of Congress and, as a consequence, died a natural death. Now it is out of committee again but as previous experience has proved, that does not mean it will necessarily escape an untimely end.

In its report, the House Committee described the new features embodied in the bill. Some significant paragraphs from the report follow:

One section of the bill would permit the registration of marks that have acquired secondary meanings distinguishing the source of the merchandise. In other words, these are marks which, under the present laws are not registrable for such reasons as the fact that they are geographical terms, etc. Under the new bill these would be

Pr

Advertis

GAINS

... now six in a row

February is the sixth consecutive month that Printers' Ink Monthly shows a gain in display advertising over the same issue of a year ago.

One hundred and thirty-five advertisers are represented in this record number.

Printers' Ink Monthly

185 Madison Avenue, New York

Advertising rates: Full page \$225. Two-thirds page \$170. One-third page \$90

Here's real help!
Write today for this Free Book



To Sales Managers In Search of Profitable Markets

RIGHT now you probably know of many existing sales opportunities... if only you had spot stocks in marketing centers throughout the country — territories which you'd like to develop, but have not cultivated because you have no "branch" there. And you feel you cannot afford the expense or the man-power to organize a branch.

If that is your situation, A. W. A. Public Merchandise Warehouses offer an economical solution to your difficulty:

Send on your goods and your salesmen, and we will do everything for you in our 189 cities that your own branch house could do in the physical distribution of your goods! And we'll do it for less than it would cost you to operate a branch!

Complete "Branch House" Service

Our member warehouses give "branch house service" every day of the year for Beech-Nut, Bon Ami, Borden, Carnation Milk, Colgate, Comet Rice, Karo, Mazola, Argo, Linit, Flit, Vacuum Oil, Federal Match, Kotex, Hoover Sweeper, Lux, Rinsol, Lifebuoy Soap, Mellin's Food, Postum, Ivory Soap, Quaker Oats, Tanglefoot, Vick's Vapo-Rub... and thousands of other products, made by manufacturers large and small. These nationally-known distributors have successfully used our services for years to distribute their products economically. Possibly the same plan of distribution will help you! We invite you to investigate.

The booklet tells all about it. Send today for your free copy. On request we will send advertising agents a supply to distribute to clients.

Public Merchandise Warehouse Division

American

Warehousemen's Association

1703 Adams-Franklin Bldg., Chicago, Ill.

entitled to registration provided the owners were able to prove that their marks had acquired a secondary meaning as a result of which the public habitually connected these marks with the manufacturers who owned them.

Another section of the new bill is a substitute for paragraph (b) of section 1 of the act of 1920. This paragraph, as it now stands on the books, permits a manufacturer to register a mark, under certain conditions, without opposition proceedings. Its purpose was to enable one to register a mark quickly in order to be free to proceed with registration in foreign countries. However, it is believed by the supporters of the Vestal Bill that this paragraph has certain weaknesses—in fact, three specific weaknesses.

1. It fixes no term for the duration of the registration.

2. It enables the mark so registered to be used to stop importation of merchandise bearing a similar mark made abroad.

3. The decision of the Commissioner of Patents is final and no appeal can be taken to the courts.

Under the Vestal Bill, this paragraph as amended would meet all three objections. First, registrations under this section would be for a term of twenty years. Second and third, although opposition proceedings are not permitted, it does provide for the cancellation of any marks which are improperly registered and does not permit them to be used to stop importations.

Section 5 of the new bill authorizes the entry in the Patent Office of all trade-marks in use, regardless whether or not they are registrable. The object here is to give the Patent Office an opportunity to bring together as complete a file of trade-marks actually in use as it is possible to compile. The expectation is that with such a file at Washington there will be less likelihood of unintentional duplication when manufacturers devise new marks. This section is so worded that the one who enters the mark receives no legal protection. All he gets is evidence that at the date of entry, he had claimed

a right
 vision
 of a
 unless
 proceed
 term
 filed i
 effect
 Sect
 vides
 tration
 twenty
 cancel
 unless
 ceding
 the r
 the Pa
 ing th
 by him
 Fin
 increa
 marks

M.

Mon
 bet &
 vultant
 depart
 pany, a

Ne

The
 erator
 stores
 placed
 DuLe
 Chicago

App

The
 manufa
 ton rin
 ham,
 city, to

J

Fren
 ident
 Detroit
 the sta
 vertisin
 an acco

Now

Thw
 adverti
 to Wal

J. R.
 manage
 Mode-M
 Hosiery
 pointed
 Fabrim

vided the
ve that
a secon-
f which
nnected
manufac-

new bill
ph (b)
of 1920.
stands
manufac-
under
t oppo-
se was
a mark
to pro-
foreign
believed
Vestal
certain
specific

e dura-

o regis-
mporta-
ring a

ommis-
and no
courts.

s para-
meet all
registra-
ould be
e. Sec-
position
ted, it
ellation
properly
permit
mporta-

author-

Office

regard-

re reg-

is to

oportu-

complete

ally in

ompile.

h such

will be

al du-
rs de-
ion is
enters
protec-
e that
ained

a right in the entered mark. Provision is also made for the removal of an entry at the end of five years unless within three months next proceeding the expiration of this term an affidavit shall have been filed in the Patent Office to the effect that the mark is still in use.

Section 11 of the new bill provides that while the term of registration of all marks shall be for twenty years, any mark shall be cancelled at the end of five years unless within three months preceding the expiration of that term the registrant shall have filed in the Patent Office an affidavit showing that the mark is still in use by him.

Finally, the bill provides for an increase in fees for registering marks from \$10 to \$15.

M. H. Shaw with National Biscuit

Monroe H. Shaw, formerly with Corbett & North, New York, marketing consultants, has joined the advertising department of the National Biscuit Company, also of that city.

New Account for Epstein

The Wyle Hat Company, Chicago, operator of a chain of ninety millinery stores in Chicago and nearby cities, has placed its advertising account with the Dade B. Epstein Advertising Agency, Chicago.

Appoints C. C. Winningham

The Wilcox-Rich Corporation, Detroit, manufacturer of valves, tappets and piston rings, has appointed C. C. Winningham, Inc., advertising agency of that city, to direct its advertising account.

Joins Bement Agency

French Jenkins, formerly vice-president of Conely, Kappes and Curtis, Detroit advertising agency, has joined the staff of Austin F. Bement, Inc., advertising agency, also of that city, as an account executive.

Now Walter E. Thwing, Inc.

Thwing & Herbert, Inc., New York advertising agency, has changed its name to Walter E. Thwing, Inc.

J. R. Proffitt, for the last several years manager of sales promotion of the Mode-Modeled division of the Westcott Hosiery Mills, Dalton, Ga., has been appointed director of advertising of its Fabrimode Costume Hosiery division.

1929 A YEAR OF RECORDS FOR PUNCH

NEW ADVERTISERS

No less than 254 new Advertisers used "PUNCH" last year :: :: :: :: ::

INCREASED TRI-COLOUR ADVERTISEMENTS

The number of Tri-colour pages carried in "PUNCH" during 1929 was 113, as compared with 78 for 1928, and is the highest yet! :: :: :: :: ::

INCREASED ADVERTISE- MENT REVENUE

The Revenue from advertisements appearing in 1929 was considerably increased over 1928, and was the highest in the history of "PUNCH" :: ::

INCREASED NET SALES

And last, but by no means least—the Net Sales of "PUNCH" for 1929 show a notable increase over the previous year, providing the highest Sales Revenue in the history of the Paper ::

1930 ADVANCE BOOKINGS

More than 60% of the advertising space used in 1929 has already been booked for 1930

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, Fleet Street, London, E.C.4, Eng.

4,000 Delegates The Executive Buyers

for

690 Y. W. C. A.'s

(Young Women's Christian Associations)
are on the way to the

National Convention At Detroit

April 25—May 1

where they will select markets for this
year's appropriated budget of

\$25,900,000

If you are making or selling anything that
will interest 4,000 executives buying for

821 Y. W. C. A. Buildings.

357 Hotels with 592,700 guests.

**304 Cafeterias serving 26,897,485
people.**

325 Camps attended by 114,777 girls.

then avail yourself of the convention
service

Free to Advertisers

in the

WOMANS PRESS

The official national magazine of the
Y. W. C. A.

Your Advertisement

in the

Convention Number

will place your product
before two sets of buyers

1. 4,000 buyers of foods, building equipment and supplies, furnishings for 690 Y. W. C. A.'s with cafeterias, club rooms, gymnasiums, classrooms and bedrooms.
2. 600,000 individual members who are buyers of general consumer's products. Our advertising contract includes services which put you or your salesman in personal touch with the entire Y. W. C. A. market.

For a complete plan of services to fit
your particular product, write

CLARA JANOUCH
Advertising Manager

THE WOMANS PRESS

600 Lexington Avenue
New York City

Why Some Brand Names Are So Atrocious

EWING, JONES & HIGGINS
INCORPORATED
NEW YORK

Editor of PRINTERS' INK:

Will you please let us have a list of articles you have published in your magazine within the last three years, on the naming of a product—or how different products have received their names?

EWING, JONES & HIGGINS, Inc.

OCCASIONALLY somebody in the business of advertising, and more frequently someone not even remotely connected with advertising, will exclaim: "Good grief, how did anybody ever pick *that* name!" Certainly there is plenty of justification for the remark. Many brand names compel one to marvel at the ingenuity called for in the origination of such tongue twisters.

Yet the explanation, in most cases, is simple. Most businesses start in a small way. Somebody has an idea for a new service, or a chap with an inventive turn brings out something new. The new service or the new product has to have a name and the future Napoleon of business corrugates his brow. Presto! He has an idea. Let's call it Marthaplastique—Martha after an old-time sweetheart and plastique because it has something to do with molding the figure. Then, ten years later, an advertising agency has to recommend that each time the name appears in print it be accompanied, directly underneath, with a simplified spelling version.

When a product is named only after an investigation is made, the chances of the name that is eventually selected being more of a hindrance than a help are greatly lessened. As an aid in such an investigation, we shall be glad to send inquirers a list of the articles published in PRINTERS' INK and PRINTERS' INK MONTHLY on how to name a product. A study of these articles ought to help make buying an easier task.—[Ed. PRINTERS' INK.]

The
tising
bany,
Boston.
dent, v
office.
The
been p
F. D.
will use
tising;
Boston,
the Ke
Boston,
newspa
and ar

M.
Mart
of the
York, f
time h
and pr
has jo
poratio
division
new p
a depa
tion w
play m

The
Associa
two-day
at Was
incide
ing of
vertise
chosen
for the
May o

Phil
yearly
Keelor
adverti
vice-pr
organiz

Davi
and g
Wright
appoint
Curtiss
March

The
poratio
the I
Agency
vertisin
direct

Pawley Agency Opens Boston Office

The Pawley Company, Inc., advertising agency with headquarters at Albany, N. Y., has opened an office at Boston. George A. Pawley, vice-president, will actively manage the Boston office.

The following accounts recently have been placed with the Pawley agency: F. D. Pitts & Company, Boston, which will use newspapers and outdoor advertising; Peoples Drug Stores Company, Boston, which will use newspapers, and the Kelvinator Sales Corporation, of Boston, which will use New England newspapers and outdoor advertising in and around Boston.

M. G. Plum Joins Viking Products Corporation

Morton G. Plum, formerly president of the B & B Sign Company, New York, for seventeen years, during which time he devoted himself to the sales and production of dealer help material, has joined the Viking Products Corporation, New York, as director of its division of national advertising. In his new position, Mr. Plum will develop a department for research and construction which will specialize in making display material for dealer distribution.

Industrial Advertisers Plan Session in November

The National Industrial Advertisers Association is considering plans for a two-day session to be held in November, at Washington, D. C., the dates to coincide with those of the annual meeting of the Association of National Advertisers. The association has also chosen White Sulphur Springs, W. Va., for the 1931 conference, to be held in May of that year.

Keelor & Stites Elect P. R. Hume

Philip R. Hume, for the last three years merchandising director of The Keelor & Stites Company, Cincinnati advertising agency, has been elected vice-president and a director of that organization.

To Direct Curtiss-Wright Flying Service Sales

David Visel, formerly vice-president and general manager of the Curtiss-Wright Airports Corporation, has been appointed general sales manager of the Curtiss-Wright Flying Service, effective March 1.

Appoints Buffalo Agency

The Morrison Railway Supply Corporation, Buffalo, N. Y., has appointed the Frank G. Japha Advertising Agency, of that city, to direct its advertising account. Business papers and direct mail will be used.

Watch Arkansas

And don't believe everything you have heard or read during the past few years.

Arkansas deserves equal consideration with other states, and distributors of merchandise should have all the facts.

Our farm people make up 53% of the entire population and have \$205,300,000 cash to spend during 1930. What they buy will depend on the kind of selling job you allow us to do for you.

Since June, 1929, these same buyers have purchased 20,000 subscriptions to The Arkansas Farmer.

An increase of 49% A.B.C. Net Paid Circulation

Those who know about Arkansas' improved buying power are out after the business, and, during January this year, complimented The Arkansas Farmer with

An increase of 20% Advertising Linage over January, 1929

We do not reach every farm home in the state, but 60,000 of the best operators read our paper twice every month, and we know they like it. While you watch Arkansas, keep an eye on the publication that dominates Arkansas' rural market.

The Arkansas Farmer LITTLE ROCK, ARK.

60,000 Circulation

POWERS & STONE, Inc.
New York Chicago

BRYAN P. MURPHY
Kansas City, Mo.

He's Lifted

2 Technical Publications

Out of the Red...

He's a man who knows how to turn red ink to black

. . . . who knows industrial advertising from three points of vantage (the advertising manager's desk, the publication representative's shoes and the agency account executive's broad shoulders)

. . . . who knows how to use the brains God gave him to make the wages he's paid a very profitable investment for his employer

. . . . who combines the enthusiasm of youth, and the sober common sense of forty-odd with a sound humanity that makes him liked wherever his contacts take him.

He's a Christian, but not a prude; a New Englander, but not a fanatic; a family man, but not stolid. He knows engineering, particularly in the mechanical and construction fields, thoroughly. He writes convincingly, and sells with perspicacity. He did not write this advertisement.

We think that a technical magazine publisher or a manufacturer would find in him the man they've been looking for. We'll be glad to turn your letters over to him promptly.

FREYSTADT-JURASCHEK, INC.
17 East 49th Street, New York City

Henderson's Merchants' Minute Men Challenge the Chains

(Continued from page 8)

There are others, too.

This Henderson movement is something the chain stores cannot laugh off. It is going to be a most interesting thing to watch as a study in the psychology of advertising. In considering its trends and possibilities we are reminded of a remark made by George B. Everitt, president of Montgomery Ward & Company, at a meeting of the National Chain Store Association in Chicago last September. At this meeting the association authorized an appropriation of \$250,000 for the purpose of getting before the people of the country a picture of the pronounced economic benefits which the chains declare they make possible.

Mr. Everitt was the only man in the meeting to raise his voice against the \$250,000 outlay. He opposed it because of his thought that it would not enable the association to get anywhere at all in the direction of its goal.

"If the chain stores have a real story to tell," he said, "and of course they have, why not appropriate some real money and tell the story by means of a sufficient and complete advertising program?"

We are quoting Mr. Everitt from memory. The foregoing may not have been his exact words but the idea he intended to convey is accurately set forth here. His thought received no support at the time. In view of this present uprising—all the more serious for the chains because of its undenied and plainly apparent spontaneity—we wonder if the association members would not now see fit to change their then expressed attitude toward advertising.

If the people of the country are sufficiently swayed by the Henderson propaganda to buy coffee at \$1 a pound—which they are—and if they are willing to contribute money to strike at an economic structure which, at worst, has di-

rectly and indirectly reduced their cost of living—which they also are—then all complacent observations about the alleged vapidness of the propaganda are beside the point. Such observations may be correct, but they are likewise useless. It would seem only ordinary prudence for the chains, thus menaced, to buy liberally of advertising space and give facts and figures to counteract appeals to prejudice.—
[Ed. PRINTERS' INK.]

New Accounts for P. F. O'Keefe Agency

The Atlantic Lumber Company, Boston, and the Fuller Lumber Stores, Brookline and Brighton, Mass., have appointed the P. F. O'Keefe Advertising Agency, Inc., Boston, to direct their advertising accounts.

H. P. Coffin with Ingraham-Powers

Harry P. Coffin, formerly with the Chicago *Herald and Examiner* and the Denver *Post*, has joined the Chicago office of Ingraham-Powers, Inc., publishers' representative.

Start New Business at Sioux City

Frances E. Thomson and Paul C. Rattenne have started an advertising business at Sioux City, Iowa, under the name of the Sioux City Advertising Agency.

Now Has Own Business at Hartford, Conn.

L. D. Trowbridge, who has been conducting his own advertising business at Easton, Pa., has moved his headquarters to Hartford, Conn.

Joins Pennsylvania Select List

The Lehigh, Pa., *Leader* has joined the Pennsylvania Select List and will be represented in the national advertising field by Fred Kimball, Inc., publishers' representative, effective March 1.

Appoints Byerly Agency

The Chandler Products Corporation, Cleveland, manufacturer of tap screws, has appointed Oliver M. Byerly, Inc., advertising agency of that city, to direct its advertising account.

Bachrach Appoints Whitten

Bachrach, Inc., New York, photographer, has appointed Edmund S. Whitten, Inc., Boston advertising agency, to direct its magazine advertising.

Master Merchandisers of America use— **DENNEY ADVERTAGS**



The Royal Family—

The Denney Advertag on each U. S. Rubber product tells the prospective buyer that he is examining an item of the famed U. S. Rubber quality. Thus a new product born into this family of goods inherits all the prestige of its forbears.

Let your products sell each other by using Denney Advertags. Denney also makes production, shipping, marking and other tags. Write for information and quotations.

THE DENNEY TAG COMPANY
West Chester, Pa.

Branches in All Principal Cities

If you were a well-to-do farmer
living on a Nebraska farm
what paper would you prefer?

That's a fair question, isn't it?

The only answer that we can
give you is—4 out of 5 of the
124,000 farm families in
Nebraska, and 20,000 in ad-
jacent states,

(a half million men, women and children with a
\$500,000,000.00 income in 1929)

read and 90% prefer
The Nebraska Farmer

The Nebraska Farmer speaks
the language of these half
million farm folks every week.

Published at Lincoln, Nebraska
By The McKelvie Publishing Company
Nebraska Member Standard Farm Papers, Inc.

FARM PAPER SUMMARY FOR JANUARY

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1929 Lines	1930 Lines
Country Gentleman ...	51,125	49,887
Successful Farming ..	21,117	22,912
California Citigraph .	13,953	18,130
New Breeder's Gazette	21,531	17,342
Farm Journal	17,396	16,418
Copper's Farmer	20,484	16,232
Florida Grower	21,643	14,187
Farm & Fireside	16,978	12,354
Amer. Fruit Grower ..	8,441	10,299
American Farming ...	7,129	7,047
The Florida Farmer..*	13,538	6,988
Better Fruit	6,973	6,412
The Bureau Farmer ..	6,057	5,790
Amer. Produce Grower	4,376	5,451
Iowa Farmer & Corn Belt Farmer	*3,343	4,727
Farm Mechanics	6,428	4,633
Pacific Homestead ...	2,097	2,588
Farmers' Home Journal	1,888	1,154

Totals 244,497 222,551

*Two Issues.

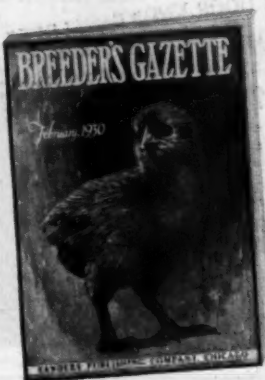
†Smaller page size.

SEMI-MONTHLIES

	1929 Lines	1930 Lines
Dakota Farmer	39,209	30,781
Hoard's Dairyman ...	27,276	27,075
Okla. Farmer-St'kman..	29,465	24,439
Missouri Ruralist	30,563	20,562
Southern Ruralist	24,186	19,758
Southern Planter	19,216	19,603
Southern Agriculturist.	20,312	18,935
Montana Farmer	22,204	17,445
The Arizona Producer ..	5,197	13,307
The Illinois Farmer ..	20,290	12,842
Western Farm Life ..	13,313	12,682
Utah Farmer	10,806	11,904
Arkansas Farmer	6,462	7,867
Farmer & Breeder	7,431	7,010
Missouri Farmer	4,208	5,525
Southern Cultivator ..	7,232	3,564

Totals 287,370 253,299

A Standard Farm Paper SERVING THE MOST PROSPEROUS FARM MARKET



**Does your product increase
operating efficiency on live-
stock farms?**

Then your advertising be-
longs in Breeder's Gazette,
because here you reach
125,000 owners of livestock
with larger-than-average
farm incomes—men who
make their living breeding
and feeding livestock and
who recognize that better
methods mean bigger profits.

The New BREEDER'S GAZETTE

Purebred Record Building
Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
Chicago

WALLACE C. RICHARDSON
250 Park Ave., New York City

NEW!

Distribute
DIRECT
to the home
on millions of
DOOR-KNOBS

DOOR-KNOB ENVELOPES
For 100% Distribution



Your message—outside!
Enclosure—inside!
Secure on Door-Knob!
Undivided Attention!
Insured First Class!
Costs much less than
cheapest mail!

Samples and Price List
Sent on Request!

Mfg. and Sold
Solely by

CHANIN
ADVERTISING SYNDICATE, INC.
276 WEST 43rd STREET, N. Y.
Tel. WISconsin 6031-2

Wanted:—Salesman in every
city—attractive proposition.
PATENT PENDING

We Recommend
this newest method of
DISTRIBUTING
with
Door-Knob Envelopes!



In using this
improved meth-
od of Distrib-
uting on Door-
Knobs, our ad-
vertisers find it
more effective
in every way.
We follow the
same careful
carrier system
used by news-
papers.

We distribute
advertising and
samples in N. Y.
and vicinity.

TILLMAN
DISTRIBUTING CO.
89 Nevins St., Brooklyn, N. Y.
Tel. Triangle 5119

WEEKLIES
(Four Issues)

	1929 Lines	1930 Lines
Wallace's Farmer & Iowa Homestead ...	45,941	53,686
The Farmer-Farm, Stock & Home	49,032	46,581
Prairie Farmer	45,901	40,193
Rural New Yorker ...	46,224	38,989
Nebraska Farmer	53,102	38,696
Pennsylvania Farmer .	43,198	37,157
Wisconsin Agriculturist & Farmer	†34,198	36,785
Progressive Farmer & Farm Woman	36,024	35,990
Ohio Farmer	42,156	35,421
California Cultivator ..	31,128	35,064
Pacific Rural Press ..	36,786	34,342
New Eng. Homestead..	36,462	33,093
Michigan Farmer	41,209	30,975
Farm & Ranch	38,306	29,529
Kansas Farmer, Mail & Breeze	40,776	28,336
American Agriculturist	29,046	27,363
The Farmer's Guide..	33,489	26,986
Washington Farmer ..	†27,068	†23,576
Oregon Farmer	†25,162	†22,171
Idaho Farmer	†25,345	†20,508
Dairymen's League News	10,465	†9,334
Totals	771,018	684,775
†Five Issues.		

FARM NEWSPAPERS
(Four Issues)

	1929 Lines	1930 Lines
Kansas City Weekly Star	†39,773	†31,711
Dallas Semi-Weekly Farm News	15,075	†12,963
Memphis Weekly Com- mercial Appeal	†9,156	5,772
Atlanta Tri-Weekly Constitution	†7,998	3,648
Atlanta Tri-Weekly Journal	†7,062	2,607
Totals	79,064	56,701
†Five Issues.		
Grand Totals	1,381,949	1,217,326

(Figures compiled by Advertising
Record Company)

Appoints Mitford Agency

The Peterborough Canoe Company, Ltd., Peterborough, Ont., has placed its advertising account with Mitford Advertising, Ltd., Toronto. Newspapers and magazines will be used.

1930
Lines

53,686

46,581

40,193

38,989

38,696

37,157

36,785

35,990

35,421

35,064

34,342

33,093

30,975

29,529

28,336

27,363

26,986

†23,576

†22,171

†20,508

†9,334

684,775

1930
Lines

†31,711

†12,963

5,772

3,648

2,607

56,701

217,326

ing

ncy
pany.
ced its
d Ad-
papers



Largest Dairy Co-op- erative Helps Members Prosper

THE program of the newly established Federal Farm Board is based on improved marketing through co-operation. Thirteen years ago, the dairy farmers of "The New York City Milk Shed" laid out their own program of farm relief. They organized the Dairymen's League Co-operative Association, Inc., and through it marketed their own milk. The gross annual sales now exceed \$86,000,000. The prices received make New York City the most coveted market in the country.

These farmers also established a paper to provide them with authentic and unbiased market information. The Dairymen's League News is now recognized as the most influential dairy paper in the East. It gives intensive coverage of "The New York City Milk Shed" at the small cost of 50c a line.

If your product has a market on the dairy farm or in the farm home, you will find it profitable to use this farmer-owned dairy paper.

Write for Sample Copy and Rate Card.

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

DAIRYMEN'S

League

NEWS

11 West 42nd Street, New York.
W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. La Salle Street, Chicago.
John D. Ross, Phone State
3652

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GORE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	C. P. Russell
E. H. Weiss	Andrew M. Howe
Arthur H. Little	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

Allen Dow

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, FEBRUARY 20, 1930

Mr. Sloan Looks Across the Seas

Alfred Sloan, Jr., president of General Motors, is quoted as saying that within the next five years or so the export market for American made automobiles will equal, if not exceed, the domestic demand. In other words, Mr. Sloan seems to be looking across the salt waters for the answer to a question that bothers every manufacturer after his business reaches a certain size, the question being what he is going to do when his sales volume approaches the apparent saturation point. General Motors, at this moment, is unprecedentedly active in promoting export selling, seemingly believing that it can do this without prejudice to the sizable job it, in common with other motor car producers, will have in the section between the Atlantic and Pacific oceans during 1930.

To our mind there is greater significance in this General Motors export policy than appears in the mere news announcement of its plans. Does the general trend toward an intensive and correct cultivation of export business, as against the former dilettante methods, indicate a gradual recession from the old idea that a manufacturer should enter new fields only after he has squeezed his present markets fairly dry? To put it another way, should he concentrate his activities within certain arbitrarily fixed areas; or, with a limited amount of money to invest in business development, should he spread his activities out in a thin line—reaching the entire country instead of a section of it, or going to the world instead of only to the country?

There is a great deal to be said in favor of the thin line development proposition. Many advertisers are too parochial in their attitude. They are afraid to venture very far away from home lest the city slickers may get them. If there is a real reason for their merchandise to be on the market—on any market—it is reasonably sure, in time, to burst its bonds on account of irresistible energy created from within. But why leave it to grow as an oak in a forest? Why not cultivate the ground a bit? The story of how General Motors is now looking across the seas, despite the existence of conditions in France, Germany, Brazil and Argentina that are temporarily unfavorable, so far as selling automobiles in those countries is concerned, should cause advertisers in general to overhaul their selling machines with the object of ascertaining whether their usefulness is too strictly limited.

Multiplied Outlets No Panacea

To seek new outlets is a natural endeavor on the part of those manufacturers who have brought their productive capacity up to a high level; many a producer has climbed out of a rut by breaking into a new selling field.

Yet just as a good horse may be ridden to death, even the good idea of increasing one's outlets

may be overdone. Something like this is happening in the candy industry, according to a survey of confectionery distribution made public by the Department of Commerce. The report points out that mere multiplication of accounts does not produce corresponding increases in total sales, although it may add materially to selling costs and credit risks.

"Many manufacturers," it is stated, "have apparently proceeded on the theory that they must of necessity put their product on display in every possible outlet, and some of them have even tried to do this by invading the territory of their own jobbers."

These tactics are by no means confined to the candy field. In numerous other industries salesmen are encouraged to open as many new accounts as possible, even though they be of the smallest description, and when the baker cannot be sold, recourse is had to the candlestick-maker.

The hope is, of course, that the initial five or ten dollar order may grow into a substantial account, yet an examination of one's books often discloses the fact that these small fry tend to remain small fry, and that the percentage of them who overcome the handicap of too meager capital and lack of genuine merchandising ability is minute. Meantime the expense of getting and handling such pint-size orders tends constantly to increase.

A few years ago when business was strongly ruled by habit and tradition, and when horizontal divisions were respected as something sacred, the first few manufacturers who broke down barriers and discovered new outlets were hailed as sons of Columbus, and the outlet-finder was to be the new savior. In the indiscriminate scramble it is not surprising that much foolishness ensued, and now is making itself felt.

New outlets may save one manufacturer and drown another. It is the lack of discrimination and the consequent excess of unprofitable accounts that do the damage. An overhauling of outlets would do many a sales department a lot of good just now.

Sniping— From the Rear!

Having achieved an advance, the military strategist proceeds, straightway, to consolidate his position. Not only does he dig himself in and entrench his new front, but he gives thought to his rear. He makes sure that his lines of communication and supply are re-established, to the end that the support behind him shall be solid—against the time when the enemy, having caught his breath, launches a counter-attack.

Consider, for contrast, the methods of many business enterprises. When the going is good, many a concern advances in blithe disregard for what may be happening at the rear, or for what, when conditions change up front, may happen back there.

A retail dealer speaking: "I took on the Blank line because of the manufacturer's guarantee. I had considered many other lines, but I thought, 'Here's a big concern, backing its product with an unqualified guarantee of a year.' That sold me, and I went out and sold the product with enthusiasm. But within the year, the manufacturing concern discontinued making the product. Of course, the guarantees still hold, and the customers are getting service. But what the customers don't realize until I tell them is that I'm holding the bag. Naturally the manufacturer, although still in business on other products, isn't very keen about giving service on a product that has been discontinued. For the sake of quick action—and quick action is the only thing that will keep the customers happy—I donate about nine-tenths of the service myself. And the service cost has more than wiped out any profit the line ever brought me. What am I going to do? This: I'm going into court, and if it costs me \$5,000, I'll consider it money spent in the public interest. For I'll rip the lid off and blow it sky-high!"

Another instance in another industry: In an article in a trade journal of national circulation are reproduced two newspaper advertisements, signed by dealers and aimed at the same manufacturer.

One advertisement is headed, "A Statement of Facts"; and its text is a quarter-column expose of manufacture-dealer relationship. The other reads: "The Company, until recently 's largest dealer in New Jersey, is no longer a chattel!" And the copy indicates that the dealer is open for another line.

Dealer relationships are important. They are important in the piping times of easy sales. And they are doubly important in times when sales come a little harder. For then the manufacturer who has ignored them, or perhaps taken them for granted, may be embarrassed to find that, behind him in the fog, he has overlooked a hostile—and noisy—machine-gun nest.

What the Public Likes

The witty G. B. Shaw has been making some characteristic observations in which there is a nucleus for thought among advertisers. Discussing the project of a national theater in England, he ridiculed what he called "the horrible policy of giving the public what it likes." He continued: "Nobody knows what the public does like. I was entirely wrong myself. They objected to my extraordinarily excellent plays and said they were not plays at all because they were not what they were accustomed to."

It is true that what the public likes is a vague and uncertain quantity, and the most that can be said is that the public seems to like best what it is most accustomed to. Many an advertiser has tried to guide himself by what he knows of the public's habits, only to find that these are perpetually shifting.

Advertising itself is supposed to be shaped by the public's tastes, but as a matter of fact much successful advertising has flown counter to the policy of "giving the public what it wants."

Every manufacturer contemplating the introduction of a new product has to decide how far the public will resist it, due to its love of what it is accustomed to. That the public will resist in some re-

spect and for a certain length of time, is certain, and this resistance might be permanent or long-lived, if the producer did not have a dissolvent in the form of advertising.

Advertising is often called on to give the public something it doesn't consciously want. The want has to be inculcated by proof of the need that a thing meets or the pleasure that it gives. It is impossible to give the public what it likes, for no one knows exactly what it is.

Associated Ohio Dailies Elect Officers

R. C. Snyder, of the *Norfolk Reflector-Herald*, was re-elected president of the Associated Ohio Dailies, at the annual meeting held recently at Columbus. E. E. Cook, editor of the *Columbus Citizen*, Emmet C. Dix, of the *Wooster Record*, and Gordon Bush, of the *Athens Messenger*, were elected vice-presidents.

Alfred Haswell, of the *Bowling Green Sentinel-Tribune*, was made treasurer and Frank Spencer, of the *Newark Advocate*, secretary.

Paul C. Siddal, of Alliance, was elected head of the Ohio Select List of Daily Newspapers, a division of the group.

J. S. Baley Joins Central Trust, Chicago

James S. Baley, who until recently conducted a financial advertising agency business at San Francisco, has joined the Central Trust Company of Illinois, Chicago, as advertising manager. He was, at one time, advertising manager of the National Bank of the Republic, also of Chicago.

Joins Baker, Jones, Hausauer

George Monroe, Jr., for the last seven years assistant sales manager and advertising manager of the Creo-Dipt Company, Inc., North Tonawanda, N. Y., has joined Baker, Jones, Hausauer, Inc., Buffalo, N. Y., printing. He will be engaged in sales analysis and marketing.

Hold-a-Pak Account to Fertig

The J. E. Mergott Company, Newark, N. J., manufacturer of Hold-a-Pak cigarette cases, has appointed The Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account.

Appoints Jordan Advertising Abroad

Aluminium (IV) Limited, Pittsburgh, has appointed Jordan Advertising Abroad, Inc., to direct its foreign advertising.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

FOUNDED in the belief that reputation would follow a concentration of effort in serving with extra thoroughness the individual requirements of a limited number of advertisers.

Ten busy years have justified that belief, while the gradual development of personnel is making possible a slowly increasing list of clients.

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Los Angeles Bureau to Function Separately

The Advertising Club of Los Angeles has adopted a resolution whereby the Advertising Club and the Better Business Bureau of the club will function independently. In a resolution the club points out that in recent years it has been demonstrated that Better Business Bureau units in large communities find the most effective form of organization in separate incorporation and that they function most successfully when organized independently of other business associations and trade groups.

Part of the resolution reads as follows:

"Be it resolved by the board of directors of the Advertising Club of Los Angeles, a corporation, that it approve a plan of separate incorporation for the Better Business Bureau, now a committee of the Club Corporation, and that it further approve of the proposal that said Better Business Bureau, as separately incorporated, be sustained by the contributions of individual persons, corporations and business entities."

* * *

J. J. Foley Appointed by Chicago Council

John J. Foley, advertising manager of A. C. Allyn & Company, Chicago, has been appointed chairman of the Advertising Federation of America Washington convention committee of the Chicago Advertising Council by Max A. Berns, chairman of the club. Other members of the committee are: Basil T. Church, Western manager, Capper Publications; O. C. Harn, managing director, Audit Bureau of Circulations; E. H. Aberdeen, Westinghouse Electric & Manufacturing Company; Robert G. Marshall, R. G. Marshall Letter Company, and Robert J. Virtue, vice-president, Charles H. Eddy Company.

* * *

Dayton Advertising Men Organize Pickwick Club

John Boyd, of The Geyer Company, Dayton, Ohio, advertising agency, has been elected president of the newly formed Pickwick Club, which has been organized by thirty-five Dayton advertising men associated in creative advertising. Robert Collett is secretary, and Frank Dunlap is treasurer. Philip McKee is chairman of the membership committee and W. J. Shine head of the house committee.

* * *

Advertising Federation Elects W. R. Ewald

William R. Ewald, director of travel service of the Campbell-Ewald Company, Detroit advertising agency, has been made vice-president and a member of the board of the Advertising Federation of America.

Cleveland Bureau Sums Up Year's Work

Instead of issuing a long report of its activities for 1929, the Cleveland Better Business Bureau has summarized its activities in a four-page booklet under the title, "How Busy Is a Better Business Bureau?" with the following subtitles: "Read the answer in six minutes inside" and "Published in lieu of a long dry report by the Cleveland Better Business Bureau."

Under the various departments of the bureau, accomplishments of the last year are listed briefly. The publicity and advertising department, among other activities, reports that it took care of 10,412 complaints and inquiries concerning business transactions, investments, etc., that it added 157 new members, and issued 26,568 bulletins bi-weekly to a mailing list of over 1,100 business institutions and individuals.

The financial and fraud department reported that it received 4,409 complaints and inquiries, while the merchandise advertising department reported that it received 6,003 complaints and inquiries concerning advertising and selling prices. In investigating 1,894 cases of advertising suspected of being inaccurate it was found that in 51 per cent of the cases the advertising proved to be correct.

* * *

Advertising Fraternity Elects Officers

R. Lloyd Smith, of the Chicago office of Albert Frank & Company, Inc., was elected chairman of the board of governors of Kappa Alpha Lambda, national professional advertising fraternity, at its recent annual meeting in Chicago. Other officers are: Donald R. Innes, president; W. G. Lowman, vice-president; H. C. Schmidt, secretary, and William Stinson, treasurer.

* * *

Insurance Advertisers Change Convention Date

The Insurance Advertising Conference has changed the date of its annual convention, which is to be held at Milwaukee, to September 29 and 30. This adjustment was made to allow the group's sessions immediately to precede, as customarily, the convention of the Direct Mail Advertising Association, which recently changed its meeting date.

* * *

Chicago Women's Club to Hold Benefit Bridge

The Women's Advertising Club of Chicago will sponsor a bridge party for the benefit of the Off-the-Street Club, Chicago advertising's charity, on Wednesday evening, February 26, at the Illinois Women's Athletic Club. Miss Lucille Fisk and Miss Helen Crawford are in charge of arrangements.

1930 NEEDS HIM!!!

A seasoned executive, with
9 years' diversified experience as

**SALES AND ADVERTISING MANAGER
OF LEADING FOOD PRODUCT**

(Present position)

**AAAA AGENCY CONTACT MAN
PUBLICATION REPRESENTATIVE**

A rich background of sales and advertising experience with many accounts in all major industries. In his present position he has developed a food product from its inception thru every detail of advertising and distribution to a leading seller in its field. Circumstances beyond his control make him available now. Thirty-three years of age. Address "R," Box 53, Printers' Ink.

TEACHERS ARE PEOPLE!

—We have their
names and
addresses.

This year's
teachers have a
purchasing power
of more than
\$800,000,000, and
the power to
influence 22,000,000
children.



Advertisers
who reach these
teachers by mail are
finding a direct
market which they
little suspected be-
fore making a test.
Our new
lists are available
now—guaranteed,
of course.

CHARLES W. GROVES • 106 S. NEIL ST. • CHAMPAIGN, ILL.
Explanatory folder and prices sent on request

The Little Schoolmaster's Classroom

THE Schoolmaster could not help shaking his head in sympathy, as is always the case when he hears a piece of depressing news, when the other day a sales manager of the old school told him that, in his considered opinion, salesmen of the present day are too "soft" for any use.

"They get worn out," he said, "if they have to carry a sample case a half dozen blocks. They want to know if they can't have an automobile when they have to carry some window-dressing material out to a few dealers. When a rainy day comes, they think up excuses for staying in a hotel lobby rather than get out and hustle for business. They think it's terrible if they are asked to make 20 per cent more calls per day. They can't bear to ride in the day coach of a train, and they always want to spend their week-ends in a large town where there are theaters, night clubs and speak-easies."

It happened that the next person whom the Schoolmaster encountered was also a sales manager, who fired up at the mere hint that modern salesmen are a sappy lot.

"Salesmen of the present time," he said, with some heat, "are the finest bunch of men I've ever been thrown with. They are keen, clean, hard-working, and ambitious. They are much superior in intelligence to the salesmen of twenty years ago. They know it is better to use their heads more and their legs less. They have had the advantage of a better education, for one thing. For another, they must often act as service men as well as salesmen, and they are hence more alert and adaptable. They are not afraid to ask for facilities which will help them to make more calls, cover more ground, and give a more intelligent service to their customers, and in this I think they are right."

The Schoolmaster has sometimes wondered which would win,

if a team of say ten salesmen of the old day-coach school were matched against a team of the present-day type, to accomplish a given task. It is his guess that the latter would win, for the reason that they have the advantage of not only a better schooling but a better knowledge of their goods and a better organization behind them.

The old-school salesman was commonly given a sample case and told to go out and get busy. If he got any co-operation from his house it was because he wrenched it away. Yet he got orders. The tough old school of experience taught him. But better than experience is training and experience.

* * *

Here's an idea too good to keep until next Christmas. It can be put to work at once.

Notebooks and memorandum pads are often given away as good-will tokens at Christmas time. Many firms send them out to customers or hand them to employees.

But seldom does the donor take the trouble to suggest a use for the gift he presents which would multiply its value and cause it to be that much more appreciated and remembered. "Perhaps," writes Don Francisco of the Los Angeles office of Lord & Thomas and Logan, "the Little Schoolmaster will find something of interest in the letter I sent to all the men in our Pacific Coast offices this year."

Here is the letter. It was personally addressed to each man:

When I was in college I signed up to draw a cartoon every week for the school paper. At first, when the weekly closing date arrived, I would shut myself in a room and go through a considerable amount of mental anguish trying to think up an idea. Under that method many of the ideas were forced and poor. As time went on I discovered that the best ideas came at odd times in the normal course of work and relaxation—some remark of a friend, something I was reading, or some observation. I began jotting

Neon Tube combined ability of ters for and-night

Large Electric th

NEON TU



PHILCO
RADIO

"Mr. Prospect, You Can BUY IT HERE!"

TAP the wealth of sales, made potential through your magazine and newspaper advertising, by utilizing the purchase-suggestion power of Flexlume electrics, featuring your trade name over dealers' doors.

Concerns noted for progressive merchandising practices are large users of Flexlume electrics. They appreciate that no other form of dealer aid is so *prominently* or so *permanently* displayed.

Write us to send details of a plan which, with modest outlay, will also enable you to provide the selling force of electrical advertising for some of your dealers each year. FLEXLUME CORPORATION, 3113 Military Road, Buffalo, N. Y.

*Sales and Service Offices in Chief
Cities of U. S. and Can.*

Neon Tube color brilliance combined with clear legibility of Raised Glass letters for maximum day-and-night attraction.

*Largest Specialized
Electric Sign Plants in
the World*



NEON TUBE . . . RAISED GLASS LETTER . . . EXPOSED LAMP . . . OR COMBINATION SIGNS

An Opportunity to Gain Control of Four A Agency

Retirement of one of the principals opens an opportunity for an advertising man of demonstrated ability to obtain control of New York Four A Agency of the highest reputation and with international recognition. Small amount of cash required.

Reply in writing to—

"M," Box 51
Printers' Ink.

them down. For three years thereafter I drew at least one cartoon a week and when I graduated I had a notebook full of ideas left over.

The experience taught me one of the simplest but most valuable business tricks I ever learned. The smart man is not necessarily the one with the most ideas but the one who puts the most ideas into operation. Probably there are many men with a brain power that enables them to think up most of their ideas for themselves. Frankly, I am not that kind. I get mine mostly from the people, books, magazines, and activities around me.

Good ideas are priceless nuggets. The trick is to never permit a possible idea to escape consideration—never to let a good idea remain unused. What would it mean to us and to our clients if none of the good ideas of all our people ever slipped through our fingers?

That brings me to the simple pocket notebook which, for the man who uses it right soon becomes a trap from which no scheme or idea ever escapes. Some folks consider it beneath their dignity to use a notebook—better to train the mind, they argue. But many of their ideas languish from disuse, or are capitalized by some one else who puts them to work.

Then there is a second class of material that a pocket notebook should catch, little details remembered at odd moments that should be recorded so that the mind will not be cluttered up with details but relieved for more important creative work. Backs of envelopes and miscellaneous papers aren't well adapted for that sort of thing.

After trying many kinds of pocket notebooks I finally standardized on the "jot it down—tear it out" type. I commend it to you as something worth trying during 1930. Enclosed is a duplicate of the model I have been using for ten years. I hope it helps you as much as it has helped me.

* * *

A member of the Class recently sent the Schoolmaster a return postcard that he had received with a piece of direct-mail advertising. He sent the postcard as prize exhibit "A" in "what not to do." The back of the postcard read: "Enclosed is \$3.00 for which send us, postage prepaid," etc.

* * *

The Class is always interested, so the Schoolmaster assumes, in the creation of selling points, in the exercise of ingenuity that adds to a product some new quality of beauty or of utility and thus enhances the product's appeal.

Consider books. There isn't much that can be done to the out-

... if he's so good why looking for a job ?

HOW good was Lindbergh before he flew across? Or Tunney before he became champion, or many other men the day before they were "Discovered"? Just as good as the day after, but not as famous.

We are intimately acquainted with one of these undiscovered geniuses who is today retail sales director with a large national corporation. This man is considered one of the smartest direct-selling executives in the country. He knows direct selling as few men know it; and has a record of accomplishments that's good to look at.

You have read his articles in *Printers' Ink* and other business publications. His name is a byword in the electric appliance and heating specialty field. We could write volumes about him.

He is a \$20,000-a-year merchandiser in a \$10,000 job. Some wide-awake manufacturer will profit by his experience. Young, forceful, ambitious, with an untiring energy that's an inspiration and a tonic to all who come in contact with him.

He's not really out of a job, just out of the right job that a man of his vision and merchandising ability is entitled to. Just now he will listen to the right proposition. We are a reputable advertising agency and for obvious reasons cannot print our name. Write with confidence to "D.A.," Box 108, Station F, New York City.

An Exceptional opportunity for SALES REPRESENTATION in FRANCE

RALPH E. DE CASTRO, in Paris for the last seven years as Managing Director for the Durham Duplex Razor Company, is now establishing himself as Manufacturers' Agent. The Durham Duplex Company will transfer to him the sales of its products on a straight agency basis, and he would like to hear from other houses interested in the French market.

Mr. de Castro has an intelligent and conscientious sales force—the result of seven years selection and training—and is equipped to render exceptional service to a limited number of manufacturers. An able merchandiser, an extremely capable writer of advertising copy, he can plan and carry through an entire campaign for products of wide retail distribution, while for products needing technical presentation he has on his staff a very resourceful sales engineer. Mr. de Castro's knowledge of circulations, pulling power, and *net prices* of the French press enables him to show an appreciable saving on advertising expenditure. Coming to America about a month after the publication of this advertisement, he would appreciate an immediate reply from those to whom his proposition might be of interest, in order that he may make a sound investigation of their possibilities, and bring with him precise information. Please send original of letter to **RALPH E. DE CASTRO**, 51 Ave. de Suffren, Paris, and copy to him in care of the Durham Duplex Razor Company, Jersey City, N. J., U. S. A. Cables may be sent to **DECASTRO SARTROU-VILLE FRANCE**.

C creative
O original
P personality
Y youthful viewpoint
 eight years agency
 and editorial work
 foods—furniture

W wishes
R rigid
I interview
T tenacious
E executive
R requiring additional
 idea producer
 4 years F. A. A.
 4 years L. H. J.

Address
 "V. K. B."
 Box 196, P. I.

Sales Executive

with fifteen years' experience as Promotion and Sales Manager, will be open for a proposition on March 1st. Knows modern merchandising from the ground up, and has successfully handled large groups of salesmen and knows how to keep them on their toes. Has personally made contacts in Europe. Age 37. Married. University Graduate. Address "C," Box 193, Printers' Ink.



To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly is \$1.25, postpaid, and the Monthly, \$2.00, postpaid. These binders are an attractive addition to any desk or library.

Printers' Ink Publications
 185 Madison Ave. New York

side of a book that wasn't done centuries ago by the master bookbinders who worked by hand; for bookbinding always has been an art. But now the Schoolmaster encounters a bookbinding idea, one that adds qualities of beauty and utility, and one that, to the Schoolmaster at least, is new.

Adapting a design that seems to have been originated by the French craftsman, Paul Bonet, the firm of F. E. Compton & Company has just brought out a multi-volumed encyclopedia that is clad in silver-toned Fabrikoid. Here's the innovation: Across the "backbone" of each volume—that is, the part of the book that is visible when the volumes stand together on a shelf—runs a black band. From left to right across the standing volumes, the black bands step uniformly upward, as a flight of stairs. Thus each volume, without reference to its serial number or at any alphabetical designation, is "self-replacing."

The band itself, contrasting against its silver-toned background, adds to the beauty of each volume; and the rising continuity of the bands serves to combine the entire set in an aesthetic unit.

For a somewhat too brief interlude the Schoolmaster was among those fortunate Northern folk basking in Florida sunshine. It seems, from casual remarks overheard by the Schoolmaster, that many tourists planned a winter vacation with the thought in mind that few people would be in a position to spend the money or take time for a holiday. Instead of keeping visitors away, as was feared, in some instances November's tempest actually brought visitors who wanted to forget past events. Two acquaintances explained that they had learned the lesson of spending their money to get a definite return on it instead of nervously undergoing the strain of seeing dollars which they sent out to catch other dollars not only fail to do the job but never turn homeward again.

Floridians are busy searching for new outlets for the agricul-

t done
r book-
nd; for
een an
lmaster
ea, one
ty and
School-

ems to
French
e firm
ny has
lumed
silver-
e inno-
ne" of
art of
en the
shelf
n left
g vol-
o uni-
ht of
without
per or
on, is

asting
back-
f each
nity
ne the

inter-
mong
folk
e. It
over-
that
vinter
mind
in a
y or
stead
was
vem-
ought
past
ex-
the
y to
stead
train
sent
only
turn

hing
icul-

tural products of the State. One fellow passenger on the return voyage was going North to arrange for distribution of a newly developed product — grapefruit vinegar. The smaller fruit which cannot be marketed because of size, is being used to build up a trade-marked brand for table consumption. He reports that the venture has passed the experimental stage and is now being advertised.

* * *

Another interesting business is that being cultivated to encourage the growing of the papaya, a delicious edible fruit of the tropics which, because of its perishability, suffers a marketing handicap. This business is under the direction of an enterprising individual who has originated a fruit juice drink which is meeting with popular acceptance. He is now perfecting the by-product with a view to getting distribution over a wider territory than otherwise would be possible for the fruit itself.

These two instances impressed the Schoolmaster, illustrating as they do, the possibilities for building business opportunities that await those who go after them.

* * *

The dilemma of the modern housewife over "what to cook for supper," thanks to our cartoonists, novelists and press, has become almost universal knowledge to everyone, be he husband or not.

Of late, however, her distress has been greatly alleviated. To her pleas for new foods and recipes have come many welcome suggestions. To her call for novelty has come novelty—and variety.

Those who came to answer her cry, came not only from within our land. The whole world heard and the whole world responded. From Scandinavia and the Orient did they come. And they displayed their wares in a manner that added new names to American household vernacular.

And still they come! A description of the latest arrival is quoted from an editorial in the New York Times for February 7:

PUBLICITY

INDIVIDUAL, BUSINESS
ORGANIZATIONS

Phone WISconsin 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

AM I THE MAN?

During my seven years in advertising I have been successively Assistant Advertising Manager with one of the country's outstanding national advertisers, Advertising Manager of a large machinery company and lately Sales Promotion Manager of a well-known printing organization. This experience has covered practically every phase of the profession and is offered in the form of services to a manufacturer, advertiser or agency at a reasonable figure. I am 26, well educated, an unprejudiced gentleman, have a likable personality, and am married happily. Address "B," Box 192, Printers' Ink.

Chicago

TYPE LAYOUT MAN

with art talent desires connection with progressive Chicago agency. Chief layout man with large publication house. Besides thorough knowledge of type faces and casting-off copy, he has ability to create layouts of quality and to produce finished pen-and-ink work. Knows the graphic processes intimately.

"H," Box 197, Printers' Ink

LOW PRICE PRINTERS

The ANDERSON PRESS
BINGHAMPTON NEW YORK

Estimates from New York Office

22 West 21st Street

Telephone WATkins 2855

My experience in advertising, merchandising and promotion,

My familiarity with the textile and women's wear fields,

My ability to get results at low cost,

would be of value to a manufacturer of articles sold to women, or to an agency handling such accounts. I am seeking a new connection. "O," Box 52, Printers' Ink.

Newspaper—Magazine Connection

Attractive young advertising woman of proven executive ability desires connection with newspaper or successful woman's magazine. Well educated, cultured, pleasing personality; an enviable reputation and record, selling space for leading metropolitan newspapers. Available at once. "L," Box 199, Printers' Ink.

Wanted—

A Hard Job

By a man who can write clear, simple copy that goes through, *sans* rewriting—

Whose wide knowledge of paper, types, engravings, etc. is based on experience *plus* interest—

Who is an educated American, 28, married, travelled, ambitious and responsible.

Write "G," Box 198, Printers' Ink.

CERTIFIED PUBLIC ACCOUNTANTS

Advertising Agency Specialists. Experts in installation of efficient and modern systems. Income tax reports. Moderate rates.

"D," Box 194, Printers' Ink

WANTED

Publicity Man Under 40 Years Old

Large corporation needs a man who has had experience in writing special newspaper articles. Association with Pennsylvania papers will be valuable, especially if in political work.

Write, stating age, record, salary and religion. Replies will be kept confidential.

Address "A," Box 191, care of Printers' Ink.

The carcass is different in size and shape from cattle and sheep and the cuts vary accordingly. The texture of the meat is fine, and most of it is tender. It has a flavor of its own, not gamey, but described by one who eats it often as "between lamb and duck." The characteristic tang of venison is lacking, and some people think it is more like young beef than anything else. There is little fat on it, either in well-defined layers or mixed generally through the tissues, and the cooks of the Bureau of Home Economics recommend the use of fat bacon with most cuts.

A side will yield steaks, chops, roasts, stews and soups. The round is the best cut, and a roast about five inches thick from the upper end will weigh from seven to twelve pounds. Since there is very little fat on it, strips of salt pork should be inserted at intervals through the meat. About 25 minutes in a hot oven browns the outside and sears up the juices. Then the cook allows 25 minutes to the pound for the roast to finish cooking in moderate heat. Some tart and fruity accompaniment like cranberry sauce, current jelly or fried green apples should be served with the roast. . . . The descriptions of savory stews and crisp brown cutlets are as appetizing as an apéritif.

From Alaska this newcomer hails. Its name is reindeer meat. Its producers have raised such large herds that they no longer can consume the entire output themselves. They wish to sell their surplus. The Department of Agriculture has volunteered assistance in the form of a booklet which, in the words of the *Times*, "will tempt any cook to set out instantly in search of a butcher with a side of reindeer hanging in his icebox."

As a merchandiser the Eskimo can hardly be expected to win any medals. Yet, under the guidance of American advertising and distributing counsel, the Schoolmaster feels a market for reindeer meat could be created whose size and potentialities would amaze more fertile minds than that of the Alaskan Indian.

Business Paper Publishers to Meet

The Associated Business Papers, Inc., will hold its spring meeting May 5 to 7 at the Greenbrier Hotel, White Sulphur Springs, West Va.

Eldridge R. Johnson Adds to Research Endowment

Eldridge R. Johnson, former president of the Victor Talking Machine Company, has made an additional gift of \$250,000 to the University of Pennsylvania Foundation for Research in Medical Physics. In 1927, Mr. Johnson contributed \$200,000 for building and \$600,000 for endowment when he established the Foundation. This latest gift brings Mr. Johnson's endowments to the University of Pennsylvania, of which he is a trustee, to \$2,000,000 within the last ten years.

Bircher Company Appoints Hutchins Agency

The Bircher Company, Rochester, N. Y., letter openers and sealers, has appointed the Hutchins Advertising Company, Inc., of that city, to direct its advertising account.

Appoints Emery Agency

The Eisenstadt Manufacturing Company, St. Louis, has appointed the Emery Advertising Company, of that city, to direct the advertising of its Priscilla jewelry. Newspapers and business papers will be used.

Art Director

He has had six years' experience. . . . For the past year and a half he has been art director in charge of five national accounts with one of New York's finest agencies. . . . He knows printing processes and type faces . . . makes excellent visuals in color . . . is a Christian, 27 years old and married . . . available March 1st. Salary open.

Address "J," Box 50
Printers' Ink

An Experienced PHOTO-ENGRAVING SALESMAN WANTED

An old and high grade house offers splendid opportunity for big income now and good future prospects to experienced man. Give complete qualifications. Applications held in strictest confidence. Address "N," Box 195, Printers' Ink.

JUST THE TERRITORY YOU WANT MAY BE OPEN

on a nationally-known line of food products that offers a real opportunity to the right man or distributing organization. Give full particulars and *financial responsibility* in first letter. Address Room 2312, 230 No. Michigan Ave., Chicago, Ills.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents
Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs Manager for United States

Multigraph Ribbons Re-inked

OUR **SURE-FIX**

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Trade Publication Representatives desire two or three additional publications for Philadelphia, eastern Pennsylvania, southern New Jersey, Delaware and Maryland. Commission basis. Box 579, P. I.

M-24 Press and Automatic Feeder, latest series, thoroughly overhauled; exceptional offering by estate; terms arranged; phone Canal 6967 or write Equipment Clearance Corp., 42 Greene St., N. Y. C.

MAGAZINE

Wanted to purchase established vocational monthly. Answer with latest issue, circulation statement and rate card. Box 592, Printers' Ink, Chicago Office.

Trade Paper advertising representative with excellent background desires worthwhile connection. Extensively traveled, 31 years of age, either local or out of town paper. Creates specimen advertisements. Box 598, Printers' Ink.

Advertising Agency Accountant—Many years agency experience, accounting, office management and development of office systems. American, Christian, married. Highest recommendations, available immediately. Box 578, Printers' Ink.

AGENCY HAS SPACE FOR ARTIST A busy agency most centrally located offers excellent space with north light at very nominal rent to well-seasoned freelance artist. Must be quick, skilful, with visualizer ability and typographic knowledge; to do finished work. Box 585, P. I.

Wanted Press Work

Bargain circulars 19 1/4 x 22 1/2, newsprint broadsides 22 1/4 x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

PUBLISHER'S REPRESENTATIVE WANTED—in the following selected territories for General Aviation Directory, Mid-Western, New York, Western, Illinois, Eastern, Southern and Canadian. We offer a most liberal arrangement to the right men, and an opportunity to grow with a publication that definitely covers this field. Write in confidence, giving full details.

AVIATION GUIDE

160 North La Salle Street, Chicago, Ill.

REPRESENTATION WANTED IN KEY CITIES BY

Large producer of quantity photographs, advertising slides, photographic, animated and flashing displays, and other sales-stimulating media, now serving 2,000 national advertisers. Established selling organizations are offered exceptional facilities for a profitable connection.

NATIONAL

226 West 56th Street, NEW YORK

WILL BUY MEDIUM-SIZED TRADE PAPER in field that has a good future or purchase interest in and manage larger publication. All correspondence confidential. Box 583, Printers' Ink.

HELP WANTED

ADVERTISING SOLICITOR wanted for Middle West territory by long established weekly business publication. State salary, experience and references. Box 590, Printers' Ink.

WANTED—Young man, junior advertising solicitor. Writer of good sales letters, to conduct mail campaign for magazine large national circulation. Address with full particulars Box 589, Printers' Ink.

SALESMAN: To sell **Astrological HOUR GUIDES** to large advertisers. Their ad will appear on same. For FREE distribution. Considered the best adv. novelty ever offered. Evangeline Garden, 2088 Mission St., San Francisco.

SPLENDID OPPORTUNITY for young man, age 24-35 years, as representative throughout New York State of corrugated box manufacturer located in Albany. Advertising knowledge preferred, but not necessary. Salary \$50 per week with bonus. Box 586, Printers' Ink.

PRINTING SALESMAN

for modern, thoroughly equipped plant doing high-grade halftone, process and water color work. Every cooperation extended to capable man with good contacts. Box 587, Printers' Ink.

ADVERTISING MANAGERS COPY AND LAYOUT MEN

seeking greater opportunities register with us. Executive Service Corp., 100 East 42nd St., N. Y. C. Ashland 6000. (Agency.)

WANTED—An old-established leading trade paper in its line has opening for an experienced advertising solicitor to cover north Atlantic states. The man who is a hustler, has initiative, and can show a clean record of achievements will be interested in our publication. Please give references, age, record of past performances and salary wanted. Box 595, P. I.

A. K. OSTRANDER (Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

MISCELLANEOUS

Our Rare Picture Service Department supplies advertisers with desired portraits, prints, and old-time illustrations, any subject. **AMERICAN HISTORICAL BUREAU**, 70 Fifth Avenue, New York

ARTIST
entering
medium
Agency
599, P. I.

A 6000
a look
Salary
time, at
611, P. I.

Young
tisers.
position
graphing
ably in

Evening
duction
wants p
agency,
sale

MY M
in man
corp.,
trade j
non man

8
and an
opportu
experie
Box 59

Extensi
ding la
white in
section

Wanted
ing the
or publi
search
public

VIS
Largest
ally cr
tional
where.

Three
an man
imports

SALES
once w
following
Desires
integrit
Highes

Advert
ager o
perien
and sa
manufa
with a
gradu
Box 6

Cop
Wide
direct
minute
contact
all-arou
ground
606, P. I.

POSITIONS WANTED

ARTIST—A1 figure man who also does lettering desires new connection. All mediums, black and white and color. Agency and art service experience. Box 589, Printers' Ink.

A GOOD LETTERER—now unemployed, is looking for New York City job. Salary open to discussion—Full, part time, straight salary or percentage. Box 611, Printers' Ink.

Young Man—24, 4 years national advertising, window display installation, seeks position assistant to sales manager, lithographing or printing concern. Preferably in New York. Box 612, P. I.

Evening College Student, two years' production and copy experience, small agency wants position offering advancement with agency, advertiser, or publisher. Immediate salary unimportant. Box 580, P. I.

MY MAN FRIDAY FOR SIX YEARS in managing adv. and sales promotion large corp., promoting nat'l mag., publishing trade journal. Good copy writer, production man, editor. Age 33. Box 606, P. I.

SALES CORRESPONDENT

and assistant to sales manager seeks opportunity with future. Nine years' experience; also direct sales experience. Box 596, Printers' Ink.

ARTIST

Extensive and all around experience handling layouts, lettering, color, black and white in the modern manner, desires connection on any basis. Box 610, P. I.

Wanted—part time work, to be done during the evening. Anything in advertising or publishing line: manuscript typing, research work, copy work, free lance work, public stenography, etc. Box 601, P. I.

VISUALIZER—ART DIRECTOR

Largest 4A agencies experience; personally created many well known big national campaigns; New Yorker; go any where. Box 603, Printers' Ink.

25 and Married

Three years' trade paper experience; two as managing editor. Opportunity more important than salary. Box 605, P. I.

SALES EXECUTIVE—12 years' experience with large corporation. Has large following with industrial corporations. Desires connection where aggressiveness, integrity and ability will be recognized. Highest reference. Box 582, P. I.

Advertising and Sales Promotion Manager or agency connection. 10 years' experience, including 5 years as advertising and sales promotion manager of large manufacturing concern, copy and contact with agency and direct mail. College graduate. Age 35. Excellent references. Box 607, Printers' Ink Chicago Office.

Copy Writer Available

Wide experience in national, mail-order, direct mail. Versatile, prolific, up-to-the-minute producer. Superior layout ability, contact experience, analytical plans. Good, all-around agency man with splendid background. Moderate starting salary. Box 600, Printers' Ink.

YOUNG MAN DESIRES BEGINNER'S POSITION with agency or publisher. High-school graduate. Following advertising at Columbia University. Salary secondary. Box 581, Printers' Ink.

PRODUCTION MANAGER

27, college graduate, 5 years' experience trade-journal publishing house, writes copy, layouts, knows typography, make-up. Desires unusual opportunity. Box 597, P. I.

COPY WRITER who is splendid layout man; national, mail order, direct mail outstanding experience with largest accounts; accustomed to handle difficult problems without supervision; New Yorker; go anywhere. Box 604, P. I.

SALES AND ADVERTISING. Executive with broad experience in high-grade technical specialties, competent to take full charge of national sales activities, desires permanent connection with responsible manufacturer. Box 594, Printers' Ink.

I am a young man looking for someone who will give me a chance as a break-in artist in their studio. Have had some experience in layout work and lettering. Will start in at small salary for someone who will give me a chance to show my ability. Box 588, Printers' Ink.

Secretary-Stenographer—age 24, desires connection with reliable firm, to train as advertising assistant. Experience includes 2½ years in advertising; also special study at university. Starting salary secondary consideration, but position must offer bright future. Box 600, P. I.

Good Secretary Seeks Busy Executive

Young lady, experienced in relieving executives of all detail and routine. Valuable experience in sales promotion and advertising. Tactful personality. Sterling references. Box 584, Printers' Ink.

ADVERTISING PRODUCTION MANAGER (31), long experience handling advertising correspondence, copy schedules, engravings, make-up for leading newspaper and trade publications, competent handle above job or act as assistant busy publisher; available immediately; good references. Box 593, Printers' Ink.

ADVERTISING EXECUTIVE

Seasoned executive with background of experience in varied lines—8 years' agency; 8 years' Adv. Mgr.—can be available shortly. Thorough knowledge of advertising mechanics, printing, etc.; can plan campaigns, direct-by-mail, write convincing copy, work in harmony with others and get things done. American, Christian, educated; salary \$80.00. Chicago or Mid-West. Let me write you. Address "BURNS," 2306 N. Lawndale Ave., Chicago.

Service Executive

Who knows what to do for a client after you get him. Fully qualified by ten years' experience with N. Y. agencies. Last position, vice-president in charge of copy and plans. Ten years' executive experience with manufacturers in sales and advertising. Broad merchandising background. Pleasing contact personality. Excellent copy and layout man. Thorough knowledge of mechanics of advertising. Clean, successful record. Exceptional endorsements. Box 609, P. I.

Table of Contents

Henderson's Merchants' Minute Men Challenge the Chains.....	3
How Quality Advertising Moves Used Products.....	10
Why N. C. R. Believes in Sales Contests C. E. STEFFEY, General Sales Manager, The National Cash Register Co...	17
Here, Young Man, Is a Ladder—Climb Out of That Rut GEO. P. METZGER, Vice-President, Hanff-Metzger, Inc.....	20
Death of Lafayette Young, Jr.....	20
Meet Your Engraver—an Artist, a Chemist, a Metallist AESOP GLIM	33
The Recent Books on Advertising.....	41
Copy Writers Need Their Cloak of Anonymity JIM WOOD	44
The Perfect Sales Quota JAMES MARATTA, Director, Retail Sales, Minneapolis-Honeywell Regulator Company, Inc.	49
State University Writes Copy for Wisconsin Banks.....	58
Making the Retailer a Fashion Arbiter.....	61
The Salesman as a Merchandiser W. B. HENRI, President, Henri, Hurst & McDonald, Inc.....	68
Do Retailers Object to Manufacturers Training Their Clerks? RUTH LEIGH	80
What Groucho Says.....	85
Taking the Thesaurus Ring Out of Copy ERNEST S. GREEN, JR.....	91
One Reason Why We Don't Get on Faster HOWARD W. DICKINSON.....	97
Sales Managers Need More Time for Thinking A. H. DEUTE, General Manager, The Billings & Spencer Company.....	105
How Costly Is "Free" Service?.....	113
My Salesmen Must Have Enthusiasm CARTER D. POLAND, President, Poland Soap Works.....	121
There Is a "One Best Way" to Vignette an Illustration W. LIVINGSTON LARNED.....	124
Department Stores Are Not Manufacturers' Sales Agents FRANKLIN M. WATTS, Buyer, The Geo. Innes Co., Wichita, Kans.....	137
Go West, Young Man—by Train! FREDERIC READ	143
New Trade-Mark Bill Favorably Reported.....	146
Farm Paper Summary for January.....	153
Editorials..... Mr. Sloan Looks Across the Seas—Multiplied Outlets No Panacea— Sniping—From the Rear!—What the Public Likes.	158
The Little Schoolmaster's Classroom.....	164

CHAMPION of CHANGE

In Cincinnati, The Cincinnati Post is the champion of change. It numbers among its readers a great group of Cincinnatians whose eyes are set on far horizons; whose minds are ever open to the forward steps that life and science and business are making.

Seven years ago The Cincinnati Post championed a change in local government. All other newspapers were lethargic or actively hostile. A year later Cincinnati went to the polls and voted to make the change by the tune of two to one. Today Cincinnati has the reputation of being the best-governed large city in the United States.

A newspaper whose editorial policy is forward-thinking, circulates* among people who are likewise forward-thinking, not only in matters of local government, but in everything they do.

The automobile, the radio, the clothes, the home, the food, the furniture, and other merchandise that wins their favor must have the stamp of tomorrow.

If that is the kind of merchandise you make and sell and advertise, The Cincinnati Post reaches the kind of market in which you'll get the best results.

*Post Circulation—

1. City and suburban..... 139,435
2. In the O.K. Market..... 160,000
(Cincinnati Trading Area)
3. Total circulation 195,062

The Cincinnati Post

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-
HOWARD NEWSPAPERS, 230 PARK AVE., NEW YORK CITY

MEMBERS OF THE AUDIT BUREAU OF
CIRCULATIONS ... OF THE UNITED PRESS
and of MEDIA RECORDS, INC.



CHICAGO
DETROIT

SAN FRANCISCO
PHILADELPHIA

LOS ANGELES
BUFFALO

DALLAS
ATLANTA

DURING 1929 there were 71 National advertisers who used 5,000 lines or more in the Tribune and the two leading evening papers. Thirty-seven, or 52%, of these major advertisers invested more of their appropriations in the Tribune than in either of the other two newspapers. The following tabulation shows advertisers who prefer the Tribune:

ATLAS BREWING CO.
B. T. BABBITT, INC.
BAKER & CO., LTD., WALTER
BORDEN COMPANY
CALIFORNIA FRUIT GROWERS' EXCHANGE
CALUMET BAKING POWDER CO.
CANADA DRY GINGER ALE, INC.
CHASE & SANBORN
CHEEK-NEAL COFFEE CO.
CLICQUOT CLUB CO.
COLGATE-PALMOLIVE-PET CO.
CORN PRODUCTS REFINING CO.
DYNELL SPRING WATER CO.
FLORIDA CITRUS GROWERS' CLEARING HOUSE
HEINZ & CO., H. J.
RICHARD HELLMAN, INC.
GEO. A. HORMEL & CO.
KELLOGG CO.
JAS. S. KIRK & CO.
KRAFT-PHENIX CHEESE CORP.
LEVER BROS.
LIBBY, McNEIL & LIBBY
LOG CABIN PRODUCTS CO.
LOMAX COMPANY
W. J. McLAUGHLIN & CO.
MICKELBERRY FOOD PRODUCTS CO.
MITSUBISHI SHOKI KAISHA, LTD.
POSTUM COMPANY
ROBERTS & OAKE
SANKA COFFEE CO.
SHREDDED WHEAT CO.
SLEEPY WATER CO.
SNIDER PRESERVES CO.
STEELE-WEDELES CO.
SUGAR INSTITUTE
GEO. WASHINGTON COFFEE REFINING CO.
YERBA MATE CORP.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER